THE REPORTER OF

Direct Mail

advertising





Without capital investment, RCA Electronic Data Processing will get you out from under the load!

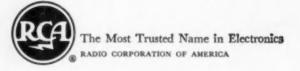
What's the catch? There isn't any. You can use the world's most advanced, high-capacity electronic data processing equipment and KNOW-HOW to maintain your lists and handle your addressing . . . without tying up a cent of your capital! All you do is arrange with your nearest RCA Electronic Data Processing Center for the work you want done . . . on a time or contract basis.

A complete EDP service for large mailing operations

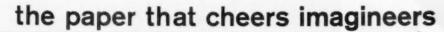
- We'll take over the complete maintenance of your list and produce labels for use by most labeling machines . . . or we can print on continuous form media.
- Your lists can be converted for electronic data processing from any present addressing system, including punched cards and plates.

- 3 Mailings can be as selective as you want them to be . . . by geographical areas, expiration dates, age, occupations, etc.
- 4 Foreign lists in a common European language can be handled with equal facility.

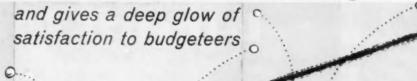
These services are available to any company in the U.S., regardless of geographical location. For your convenience RCA Electronic Data Processing Centers are strategically located from coast-to-coast. Demonstrations may be seen at any Domestic Service Center, as well as at RCA's Data Processing Center, Stockholm, Sweden. For information write: RCA EDP Service, Building 206-1, Cherry Hill, Camden, N. J., or phone WOodlawn 3-8000, Extension PY-5041.



STRICTLY CONFIDENTIAL All information handled through RCA Electronic Data Processing Centers is treated in absolute privacy. You can rely on RCA... The Most Trusted Name in Electronics.



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EAGLE-A QUALITY TEXT AND COVER

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We're imagineers, too, who dared to visualize papers of sterling quality at copper penny prices. You'll find the exciting results in fine Eagle-A Quality Text and Cover Weight; papers with eye-catching "vitality" for outstanding brochures, catalogs and advertising materials, by offset or letterpress. (Envelopes to match are available from Kent Paper Co.)

In Eagle-A Quality Text the selection includes Brite White, Arctic White and six fine colors in both wove and laid finishes. Cover Weight is available in wove and laid, and matching colors.



EAGLE-A PAPERS

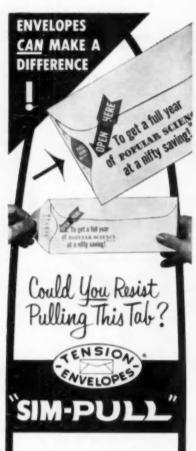
for more creative communications

For a special portfolio of original design "Thought Starters", write Dept. RDQ.

AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS.

Makers of the famous EAGLE-A COUPON BOND, 100% Cotton Fiber—Extra No. 1 Grade

0



If you're like most people you get an irresistible urge to pull the tab on Tension's new "Sim-Puli" envelope—newest opening idea for 3rd class mail. Gets 'em to the message.

A pull of the tab and out comes a "teaser" message.

Get sure, quick openings for your 3rd class mail. Tension's "Sim-Pull" envelopes perform perfectly on automatic inserters. Plenty of room for advertising or merchandising space, too. Available in standard sizes—and economical, too.

MAIL COUPON TODAY FOR FREE SAMPLES.

TENSION ENVELOPE CORP. Kansas City • St. Louis • Ft. Worth • Memphis Minneapolis • Des Moines • So. Hackensack

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THE REPORTER OF Direct Mail advertising

Volume 24 Number Seven November, 1961

DEPARTMENTS

- 4 | SHORT NOTES
- 33 POSTAL ROUNDUP
- 34 UPGRADING LETTER COPY—Paul J. Bringe
- 36 REED-ABLE COPY—Orville Reed
- 38 THE COMPANY EDITOR—James McAdam
- 40 DMAA News
- 43 NAMES IN THE NEWS
- 44 Sources of Supply
- 47 FRONTPORCH SCUTTLEBUTT—Henry Hoke, St.

FEATURES

- 19 DMAA AWARD WINNERS
- 20 ALCOA IN THE CAUSE OF PEACE
- 22 GLAMOUR IN THE 'GRAMMAR' SCHOOL
- 24 SELLING THE SEVEN AGES
- 26 ONE HUNDRED DOLLARS WELL SPENT
- 28 How to Keep a List Up to Date—Part Two— John Yeck and Jack Maguire

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the magazine of business promotion

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HOVEMBER, 1961

HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than making money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know before you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division
OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y. MUrray Hill 2-9000

INSIDE OCCUPANT MAIL

QUESTION: HOW CAN I USE OMLA SERVICES WITHOUT THE DELAY OF SHIPPING TIME AND FREIGHT COSTS TO COLUMBUS, OHIO, FROM OUR CHAIN IN KNOXVILLE, TENN.?

ANSWER: The formation of Occupant Mailing Lists of America, Inc., was due to the need for a one-source occupant list mailing service. The time factor prevalent in most advertising promotions and the need to hold down expenses also created the need for a local mailing service to most advertisers.

In acknowledging these needs OMLA affiliates have been established in many cities. Through our combined resources OMLA can provide a complete occupant mailing service, locally and economically, with lists on Cheshire tape. Dick strips, or cut gummed labels. OMLA also has the experience to help you with the planning of your occupant mail promotions.

The lists available from OMLA may be specified by zones and areas as defined on our maps which will be furnished on request. We also furnish post office and rural route boxholder information along with facing slips thereby reaching boxholders served by your stores. However OMLA's prime function is to make available through one source occupant addresses for any area in the United States at a reasonable cost. Included in OMLA's one-source service are: unlimited mailing facilities at your disposal, expert consultation on choice of areas to be mailed, availability of lists for whatever mailing you wish to undertake.

It is our desire that every advertiser have the availability of occupant lists for his use at a reasonable cost . . . for huge chains or small stores . . . for a single local area or the entire country.

WHAT IS YOUR QUESTION? Your questions answered in this column can benefit all. Write . . . I'll send you a free copy of Will Storing's authoritative book "How to Think About Occupant Mail Advertising." Will presents many capsule case histories and tips about the best uses of Occupant Mail Advertising. A valuable addition to your library.

Les Cullman, President



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes, Reporter of Direct Mail, 224 Seventh Street, Garden City, L.I., N. Y.

Short Notes

Read this section with pencil in hand. Check the boxes next to Notes which particularly interest you, or mention an item you want to send for. Readers who use this section this way say it justifies their investment in the magazine many

times over. Write directly to parties mentioned.

CONGRATULATIONS to the Arthritis and Rheumatism Foundation! National headquarters: 10 Columbus Circle, New York 19, N. Y. Through James L. Curran, program director, we've learned about the fight this foundation has waged for a number of years against the fakes and racketeers in the arthritis field. The foundation estimates that arthritis victims are being bilked of more than \$250,000,000 yearly by promoters of misrepresented remedies and devices. The foundation has conducted many surveys and has issued many reports for the use of state chapters . . . showing how to uncover the frauds and how to publicize them and make them ineffective. The package of material sent to us by Mr. Curran is very interesting. If you would like to see a digest of the surveys, write to Public Affairs Pamphlets, 22 E. 38th St., New York 16, N.Y. and ask for a copy of the booklet, The Arthritis Hoax. It retails for 25¢. After seeing the wonderful work done by this organization . . . we are more than ever concerned that so little has been done about promoting and enforcing the DMAA Code of Ethics.

☐ HERE'S A TIP for crackpot propagandists, or maybe it would be better to keep quiet about it and let them suffer. A recent envelope to prominent people bore no return address but was post-marked from a town in Pennsylvania. Envelope contained an assortment of screwball circulars of the John Birch variety . . . but the postman insisted on collecting 4¢ postage due on the overweight envelope. Even if the propaganda had been sensible, it would have met a hostile audience.

☐ PLANNING TO MAIL in the British Isles? Then you ought to see a new booklet published by Robb Holland Ltd., 86-88 Acre Lane, London S.W. 2, England, called "British Industry Defined for Direct Mail Advertising." The book, a handsome 36 pages, covers different

markets by size of company in easy-toread charts and is fully indexed. A list of general lists available is published in the back of the book. Copies are available free to readers by writing to Brian Holland, Director, at the above address. Robb Holland handles all phases of direct mail preparation including printing, automatic typing, addressing and mailing.

☐ SOMEBODY IN DULUTH should get after the editor of the Duluth News-Tribune for the unfair and untruthful cartoon which appeared on the first page of the paper for Wednesday, August 9, 1961 (we suppose the same cartoon appeared in other newspapers since it's a McNaught Syndicate, Inc. production). In the cartoon a citizen is shown outside his door holding an armful of mail which is labeled "junk mail." The postman with loaded mailbag is saying, "With 3rd class mail, you also get this bill!" The postman is handing John Q. Citizen a large envelope addressed to "Taxpayer." It's a "\$250 million of the deficit chargeable to junk mail." Such cartoons are downright dishonest. The so-called deficit chargeable to second-class mail (enjoyed by the newspapers) is much larger. The sad part of the story is that large part of the public has been led to believe that these newspaper stories and cartoons are true. As Hitler once said, "Tell a big lie often enough and most everyone will believe it."

☐ WE ARE GLAD TO SEE some printers speaking out boldy against cheap prices in their self-advertising. We liked the folder produced and mailed by Sauls Lithograph Co., Inc., 2424 Evarts St., N.E., Washington 18, D.C. On the cover a silver dollar held between thumb and forefinger; caption, "With one eye closed and a silver dollar held up to the other one, little more than the coin can be seen." First inside fold shows an arm

masterpiece in WHITE

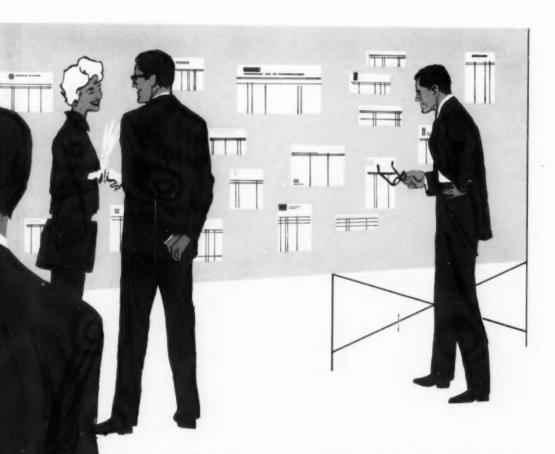


VERSATILE



Mekoosa, BOND

for brilliant whiteness and outstanding performance



When citations are awarded for brilliant whiteness — and outstanding performance — one paper always comes up the winner. It's Nekoosa Bond — the genuinely watermarked bond that's justly famous for fine finish and formation — plus high opacity and unusual strength. Let your letterheads (and other business stationery, too) enjoy the attractiveness and prestige of Nekoosa Bond. Comes in white and 12 colors (with envelopes to match) in a wide choice of finishes.

NEKOOSA-EDWARDS PAPER COMPANY
PORT EDWARDS, WISCONSIN





IS DISTRIBUTED BY THESE NEKOOSA PAPER MERCHANTS

A	Abilene, Texas Southwestern Paper Company Albuquerque, New Mexico Butler Paper Company Alexandria, Louisiana Louisiana Paper Company, Ltd. Amarillo, Texas Kerr Paper Company Appleton, Wisconsin Universal Paper Corporation Atlanta, Georgia Howard Printing Papers, Inc. Atlanta, Georgia The Whitaker Paper Company	M Macon, Georgia The Macon Paper Company Memphis, Tennessee Memphis Paper Company Miami, Florida Everglade Paper Company Miwaukee, Wisconsin Duight Brothers Paper Com Milwaukee, Wisconsin Standard Paper Company Minneapolis, Minnesota Butler Paper Company Minneapolis, Minnesota Gopher Paper Incorporated Minneapolis, Minnesota The Paper Supply Co., Inc.
8	Baltimore, Maryland The Barton, Duer & Koch Paper Co.	Mobile, Alabama Partin Paper Company Monroe, Louisiana Louisiana Paper Company, Ltd. Montgomery, Alabama W. H. Atkinson - Fine Papers
	Baltimore, Maryland Baton Rouge, Louisiana Louisiana Paper Co. of Baton Rouge, Inc. Battle Creek, Michigan Billings, Montana Billings, Montana Billings, Montana Birghamton, New York Binghamton Paper Company Birmingham, Alabama Jefferson Paper Company Boston, Massachusetts D. F. Muroce Company Boston, Massachusetts Seaboard Paper Company, Inc. Boston, Massachusetts Tileston & Hollingsworth Co. Bridgeport, Connecticut Equity Paper Company Buffalo, New York Gebhard Paper Company, Inc. Butte, Montana Ward Thompson Paper Company	Nashville, Tennessee Newark, New Jersey Newark, New Jersey New Orleans, Louisiana New Orleans, Louisiana New Orleans, Louisiana The D and W Paper Company, Inc. New York, New York New York New York, New York New York New York, New York New York
С	Canton, Ohio Herrington Paper Company Cedar Rapids, Iowa J. W. Butler Paper Company Charlotte, North Carolina Charlotte Paper Company	Norfolk, Virginia Epes-Fitzgerald Paper Co., Inc. Ogden, Utah American Paper & Supply Company Oklahoma City, Oklahoma Oklahoma Paper Co. Omaha, Nebraska Field Paper Co. Orlando, Florida Central Paper Company
	Chattanooga, Tennessee Chicago, Illinois Chicago, Illinois Atwood Paper Company Chicago, Illinois Atwood Paper Company Chicago, Illinois Atwester Chicago, Illinois Atwester Chicago, Illinois Atwester Midland Paper Company Chicago, Illinois The Whitaker Paper Company Cincinnati, Ohio The Cincinnati Cordage & Paper Co. Cleveland, Ohio Brewer-Chicote Paper Co. Columbia, South Carolina Epes-Fitzgerald Paper Co., Inc. Columbia, South Carolina Palmetto Paper Company Columbus, Georgia W. H. Atkinson - Fine Papera Columbus, Ohio The Cincinnati Cordage & Paper Co. Cumberland, Maryland Tri State Paper Company	Peoria, Illinois J. W. Butler Paper Company Philadelphia, Pa. Philadelphia Card & Paper Co., Inc. Philadelphia, Pa. Rhodes Paper Company Philadelphia, Pa. Schuylkill Paper Company Phoenix, Arizona Butler Paper Company Pittsburgh, Pennsylvania The Central Ohio Paper Company Portland, Oregon West Coast Paper Company Providence, Rhode Island Providence Paper Company Pueblo, Colorado Butler Paper Company
D	Dallas, Texas Southwestern Paper Company of Dallas Davenport, Iowa The Peterson Paper Company Dayton, Ohio The Cincinnati Cordage & Paper Co. Denver, Colorado Butler Paper Company Des Moines, Iowa Pratt Paper Company Detroit, Michigan Butler Paper Company Dubuque, Iowa Weber Paper Company	Raleigh, North Carolina Epes-Fitzgerald Paper Co., Inc. Reading, Pennsylvania M. J. Earl Co. Richmond, Virginia Epes-Fitzgerald Paper Co., Inc. Rochester, New York Economy Paper Company, Inc.
E	Elmira, New York Horwitz Brothers Paper Co., Inc. Enid, Oklahoma Enid Paper Company Evansville, Indiana Butler Paper Company, Inc.	St. Louis, Missouri Butler Paper Company St. Paul, Minnesota Anchor Paper Company Salt Lake City, Utah American Paper & Supply Company
P	Fargo, North Dakota Dacotah Paper Company Fort Wayne, Indiana Butler Paper Company Fort Worth, Texas Southwestern Paper Company of Fort Worth	San Antonio, Texas Shiner-Sien Paper Company San Diego, California Butler Paper Company San Francisco, California Pacific Coast Paper Company Savannah, Georgia Atlantic Paper Company Scranton, Pennsylvania Elm Paper Company Seattle, Washington West Coast Paper Company Shreveport, Louisiana Louisiana Paper Company, Ltd. Siony Falls South Dalotts
	Galveston, Texas Southern Paper Company Grand Rapida, Michigan Central Michigan Paper Co.	Scranton, Pennsylvania Elm Paper Company Seattle, Washington West Coast Paper Company Shreveport, Louisiana Louisiana Paper Company Ltd
н	Hackensack, New Jersey Garfield Card & Paper Co., Inc. Harrisburg, Pennsylvania Penn Paper Company Helena, Montana Ward Thompson Paper Company Holyoke, Massachusetts Plymouth Paper Company, Inc. Houston, Texas Houston Paper Company Houston, Texas Southwestern Paper Company Huntington, West Virginia The Cincinnati Cordage & Paper Co.	Sioux Falls, South Dakota Sioux Falls Paper Company Spokane, Washington McGinnis Independent Paper Co. Springfield, Missouri Butler Paper Company T Tacoma, Washington Allied Paper Company, Inc.
	Houston, Texas Southwestern Paper Company Huntington, West Virginia The Cincinnati Cordage & Paper Co.	Tallahassee, Florida Canital Paper Company
1	Idabo Falls, Idabo American Paper & Supply Company Indianapolis, Indiana Century Paper Company Indianapolis, Indiana Indiana Paper Company	Tampa, Florida Tampa Paper Company Terre Haute, Indiana Mid-States Paper Company, Inc. Texarkana, Texas Louisiana Paper Company, Ital Toledo, Ohio Paper Merchants Incorporated Tulsa, Oklahoma Beene Paper Company Tyler, Texas Etex Paper Company
J	Jackson, Michigan Crown Paper & Bag Co. Jackson, Mississippi Central Paper Company Jacksonville, Florida Jacksonville Paper Company Jersey City, New Jersey Gotham Card & Paper Co., Inc.	Tyler, Texas Etex Paper Company W Walla Walla, Washington Snyder-Crecelius Paper Co. Washington, D. C. The Barton, Duer & Koch Paper Co.
K	Kansas City, Missouri Butler Paper Company Kansas City, Missouri Wertgame Paper Company Knoxville, Tennessee The Cincinnati Cordage & Paper Co.	Waterloo, Iowa Waterloo Paper Company Wheeling, West Virginia Clarke Paper Company Wichita, Kansas Butler Paper Company Williamsport, Pa. Susquehanna Paper & Sanitary Supply Corp.
L	Lewiston, Maine Berry Paper Company Lima, Ohio The Cincinnati Cordage & Paper Co.	Worcester, Mass. Greenwich Bancroft Paper Corporation EXPORT
	Longview, Texas Arkansas Paper Company Longview, Texas Etx Paper Co. Los Angeles, California Butler Paper Company Louisville, Kentucky The Rowland Paper Co., Inc. Louisville, Kentucky Superior Paper, Inc.	Hato Rey, Puerto Rico Paper Corporation of Latin America New York, New York Champion Paper Corporation, S. A. New York, New York Paper Corporation of United States

NEKOOSA-EDWARDS PAPER COMPANY . PORT EDWARDS, WISCONSIN

MILLS AT PORT EDWARDS AND NEKOOSA, WISCONSIN AND POTSDAM, NEW YORK

extending the dollar but figures in the background larger than the coin. The copy reads, "When the arm is extended, other things come into view as well. Moral: Never hold money so close that you can't see anything else! Of course price is important." Then on the inside 12" x 18" space the copy stresses the importance of both quality, service as well as price and emphasises that intelligent buying of anything calls for the selection of a supplier based on requirements for each particular job and not on price alone. Well done.

☐ IF YOU WANT TO SEE a most beautiful house magazine, filled with glorious reproductions of four-color paintings and pictures, write to Gifford M. Booth, Jr., McCormick-Armstrong Co. Inc., 1501 E. Douglas Ave., Wichita 1, Kans. for the Kansas Centennial Issue of their house magazine Impressions. Words cannot describe it. Has to be seen. Also worth getting is same company's Annual Report for 1960. Old friend, President "Bud" McCormick, explains the financial picture in clear, modest fashion (net printing sales for 1960, six and a quarter million). Center four pages picture in four colors hundreds of four-color jobs produced for customers.

HOW TO USE ACETATE PROOFS is a booklet available free from Service Composition, Mail Order Division, 304 Chapel Avenue, Haddonfield, N. J. Booklet gives instructions on working with acetate proofs of type and art. How to cut, lay, burnish, remove or prepare for printing, microfilming or other reproduction. The booklet is described by Service Composition as being useful reference for technical artists, draftsmen, map makers, advertising artists and other graphic arts personnel.

☐ A CODE OF ETHICS must now be observed by every member of the postal establishment. The code, effective immediately, was printed in Postal Bulletin of August 10. Three-and-a-half pages of detailed instructions. Covers such items as conflicts of interest, gratuities, political campaigns, outside employment. Well written. Shows determination of present Post Office Department administration to maintain highest ethical standards from top to bottom.

GOOD MOVING ANNOUNCE-MENT: We liked the three-wing folder produced by Winard Advertising, 73 Fourth St., Pittsfield, Mass., to announce an expansion and a move to a higher floor in the same building. Folder printed on duplex stock, yellow on the outside and white on the other. Silhouette picture shows one of those big lift trucks with the crane platform at street level holding a Winard executive starting to open a long roll of paper. Inside is another picture of the same lift truck with the crane moved sky-high. The strip of paper has now unrolled and reads, "Has moved up 20 feet." Short, friendly copy tells why the expansion has been necessary. They refer to their new quarters as an "idea hatchery." Well done . . . but Steven D. Smith at Winard tells us they had a breezy time trying to unfurl that long strip of paper from the top of the crane's platform.

☐ A TRICKY IDEA was used by a Pittsburgh typographic salesman to announce the birth of a son. Friends received a crib-like white box containing layers of soft downy cotton. Within the layers, a linotype slug which could be read by amateurs only by holding the slug up to a mirror. It read: "It's a boy (followed by infant's name)," all in 24-point type. Sample was sent to head-quarters by DMAA board member, Jim Maloney of Aluminum Company of America. He was impressed with the stunt... and rightly so.

☐ WE LIKE TO SEE TRADE PAPERS run articles about direct mail, particularly if those trade papers reach the retail fields. Recently Building Specialties magazine started a series of articles on sales promotion . . . telling lumber and hardware dealers how to organize and plan an effective program. First article was devoted to newspaper advertising. The July 1961 sequel concerned direct mail. We are afraid the author was a little too enthusiastic. Under a line drawing showing a man at a desk using a pair of scissors to cut pieces from a sheet of paper was this caption: "Organizing a direct mail program is easier than you think. All it takes is a few minutes of your time to choose the right copy and pictures from the literature you receive from your supplier." Other material in the article makes the job of preparation sound too darn simple. This kind of advice is responsible for the large amount of amateurish retail direct mail. Let's keep on preaching that planning an effective direct mail piece is a tough job.

□ A UNIQUE BROCHURE has been issued by Hagan Chemicals & Controls, Inc., Hagan Center, Pittsburgh 30, Pa. It was prepared under the most trying conditions by the city's famous printers, Herbick & Held Printing Co., 1117 Wolfendale St., Pittsburgh 33, Pa. Hard to describe. It's a 24-page, 8½" x 11" dry embossed cover affair with additional ½-page flaps between each two 8½" x

PROTECT

your merchandise with this low-cost, fast-handling

Mailing Bag



Assure your mailings full protection at low cost! Save packing time, too. Corro-Bags, in a wide variety of standard sizes, have their cushioning protection built in — no shredded fillers to add weight and spill out. Easy to fill, can be stapled or taped closed. These all-purpose mailing bags replace shredded-filler bags, die-cut sheets, custom packaging. For size range of samples, write Dept. R.



156 Oak Street, Newton 64, Mass. 2245 W. Pershing Rd., Chicago 9, III.

DIVISION OF St.Regis



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for SAFETY — automatic releases where needed; SIMPLICITY — all working parts are interchangeable; not only attractive in appearance but also EFFICIENT — fully automatic, speedy, firm, non-alip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL

BUNDLE TYER CO. Blissfield, Michigan

PRACTICALLY BRAND NEW *

IN EXCELLENT CONDITION
AMERICAN AUTOMATIC
TYPEWRITER COMPANY

(1) Model 5630—Selector Auto-Typist
30 Push Button — Serial No. 81491
Cost \$1275.00 — Purchased April .900
Approximately 000 Hours of Usage
SPECIAL PRICE \$695.

(1) Model 26—Perforator (for Auto-Typist)

(TOF AUTO-TYPIST)
Serial No. 5849 — Cost \$375.00
Purchased April 1980 — Only Slightly Used
SPECIAL PRICE \$195.
TERMS — NET CASH. FOB — Atlantic City.
New Jersey. Subject to Prior Sale.
CONTACT: Mr. Eugene Brog
SPENCER GIFTS
1601 Albany Ava., Atlantic City, New Jersey
Phone: Atlantic City 345-3141

SALES LETTERS

Letters with "instanteneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Send for circular "R". Please write on letterhead.

"That Tellow Bott" St. Lee P. Bett, Jr., 64 E. Jackson, Chicago 11" pages. Large bleed photographs illustrate wide range of industrial and household products produced. The designer created a printer's nightmare. Each major bleed photograph touches on three pages. Each page had to be trimmed to precise size and bound in exact position because there could be no trimming after the books were stitched. Was printed by Lith-Hue process...a two-color technique creating almost a three-dimensional effect. Wonderful production job.

☐ IF YOU DEAL WITH LIST BRO-KERS or contemplate dealing with list brokers, you should secure a new fourpage pamphlet issued by the National Council of Mailing List Brokers, 55 W. 42nd St., New York 36, N. Y. Write to Felix R. Tyroler, president, for a free copy. Pamphlet describes the purposes and ethics of the council and gives a list of the members.

☐ SILLY WEEKS are getting sillier. We were interested in a recent press release from an advertising agency, giving advance information on special events during 1962. There was a list of 21 different weeks or periods which would be celebrated by the agency's clients during next year. They ranged from a National Kraut and Frankfurter Week to a National Indigestion Week. Put that last one down on your calendar for November 23 to 30, 1962.

☐ TIME, INC. ADVERTISING DE-PARTMENT deserves a salute for a recent exceptional promotion. A 48-page, 7" x 10", four-color booklet was sent to advertising executives just before the summer vacation travel period. Reproduced on the front and back covers and in the proper colors were passport or visa stamps from 30 different countries. Copy and pictures inside told of important things to see in each country . . . and also emphasized how Time covers the world. The descriptions for each country were taken from previous articles in Time. Attached to each copy was a business card of John McLatchie, advertising sales director. Time and Life Bldg., Rockefeller Center, New York 20, N. Y. with a simulated handwritten message: "Bon Voyage!"

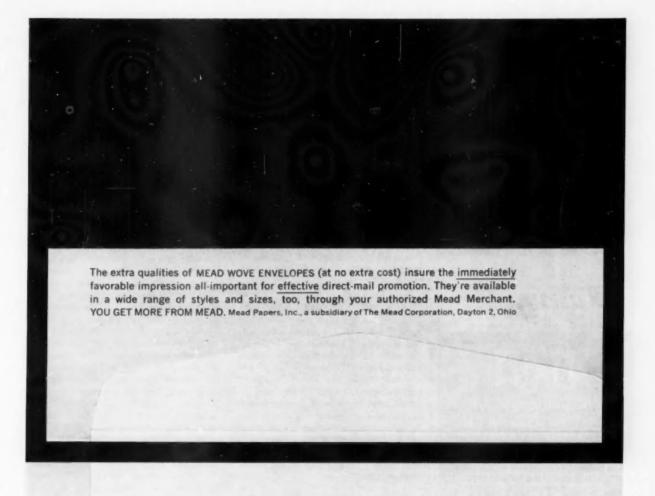
Through the mail. But the worst offenders never seem to learn. The names David Ratke and Monroe Caine have been known for years as slick operators. Everything they promoted had something wrong with it. They promoted "Turbo-Jet Converters" for your automobile which were supposed to cut gasoline consumption . . . but never did.

There were also phony pocket radios. Equally phony battery additives. There were also worthless skin food promotions. The two mail order con men finally had their comeuppance when a federal grand jury in Detroit found them guilty on eleven counts of mail fraud. They were tried in Detroit because some of their operations were conducted from a secretarial service at 2591 W. Grand Blvd. in that city.

☐ WE WERE IMPRESSED with a dramatic self-mailer from Rex Rotary, 387 Park Avenue South, New York 16. Came to us just prior to the DMAA convention. The mailer was mimeographed from a stencil prepared on the company's electronic stencil maker which prepares stencils by scanning any paste up, including half-tones. Printed in three colors, the mailing side had a U.S. halfdollar printed in green with a black overprint: "Reward \$5000 if you should prove this brochure was printed on a printing press." Inside, the explanation of the Rex Rotary stencil makers and mimeo machines. The quality of the mimeographing is exceptionally good. If you use mimeo, you ought to see a sample of what this machine can do.

☐ ALSO IMPRESSED by a pre-MASA convention promotion prepared by Circulation Associates, 1745 Broadway, New York, N.Y. The piece was a paper wallet" containing a variety of items native to a man's billfold. For example, a pair of "theatre tickets" (for the MASA Banquet and Boatride), "business cards" (identifying the speakers, company affiliations, and when they would address the convention), an "address book" (listing chairmen, committee heads, exhibitors, etc.), a "dollar bill" (promoting the annual awards breakfast), and many other pieces. Created by Dudley Lufkin. the entire job was printed (to our surprise) on a Multilith 1250, certainly not one of the most elaborate presses available. Which all goes to prove, we suppose, that a good creative man teamed with a good production man can turn out top-notch promotion despite the pressures of an impending deadline.

☐ A GROUP OF DMAA members have formed a group of their own within the association. This group, called Business Mail Users Association, plans to hold meetings during unscheduled DMAA convention times to discuss the members' common problems. Attending the first meeting were Lisle Ramsey, Marcus Braun, Bill Holes, Leon Waldman, Al Anderson, Jim Dooley, Bob Franzblau, and Mark Wexler. Bill Holes was named chairman of the group. Any interested member of DMAA who is a bonafide user of direct mail to business firms and

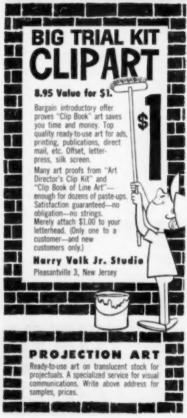




MEAD WOVE ENVELOPES...DOOR OPENERS FOR DIRECT MAIL!







sells directly to them is welcome to join. By writing to either Bill Holes at Holes-Webway Co., St. Cloud, Minnesota, or to Mark Wexler, Bill A Pak Company, 2908 S. Emerson, Minneapolis, Minn., you can be put on the mailing list to receive advance notices of 1962 meetings.

☐ A PAPER SAMPLE BOOK worth your attention is available from Mead Paper Corporation, 230 Park Avenue, New York 17, N. Y. It contains spiral bound samples of Mead's Potomac Velour in nine different colors plus printing and handling instructions. Velour, for non-experts, is the fuzzy faced paper that feels like felt. Though this cover stock is often seen stamped with gold, it handles black-inked letterpress just fine, as testified to by the printing and handling instructions which were printed on tan velour. Worth having in your files.

☐ IT'S REMARKABLE what some con men can think up. One fellow was recently convicted for falsely advertising that his product would change any black and white TV set into a color set within a few minutes. The price was only \$4.98 for this "New European Discovery." Suckers who responded to the offer received a thin transparent sheet of colored plastic material which was supposed to be fastened on top of your TV tube protector. Instead of a black and white picture, you got a yellow or green or blue picture . . . whatever the plastic sheet happened to be.

☐ ANOTHER INVISIBLE MESSAGE: Robert H. Gujer of Gujer Advertising Co. (312 Builders Exchange Bldg., Duluth 2, Minn.) used a blue, 5" x 8" post card printed in invisible ink to arouse the curiosity of his customers and prospects to learn more about his selective gift line in which each recipient chooses his own gift from a varied selection offered. Recipients of the card were urged on the address side to uncover the secret message by dipping the card in water. Mr. Gujer will send you a sample of the card if you would like to have it. This invisible message idea is good when properly used. They must be produced by specialists who know how to print with special chemicals. When dipped in water, the portion not printed absorbs the water and the background becomes dark. The portions printed with the chemical do not absorb water and remain a blueish white. The wording and drawings are readable until the card dries out. Another wetting and the message appears again.

☐ DID YOU KNOW that the Superintendent of Documents, Government Printing Office, Washington 25, D. C., has many books for sale at very low prices? If you write and ask to be

placed on the mailing list for frequent issues of lists of books, you will be amazed at the quantity and the range of subjects. Most of the subjects were the result of congressional investigations or researches conducted by various branches of the government. A recent peculiar title, priced at 20¢, is a "Pogo Primer for Parents." It covers the problem of children's television viewing . . . part of the discussions that went on before and during the 1960 White House Conference on Children and Youth. You can also get a recently published "100 Years of the U.S. Government Printing Office" for \$1.

☐ THE BUSINESS MAIL FOUNDA-TION under the guidance of Executive Director Max F. Schmitt (230 Park Ave., New York 17, N. Y.) is doing a darn fine job in answering the attacks on direct mail by newspaper editors and columnists. He was particularly effective in answering the ridiculous smarty-pants feature article by Guy Wright of the Scripps-Howard chain of newspapers. This silly tirade on "junk mail" appeared all over the country and irritated a lot of users of direct mail. If you haven't seen Max Schmitt's answer to Guy Wright . . . drop him a note and he will send you a mimeographed copy of it. Max is also supplying to the members of BMF (and any others interested) suggested letters which should be sent to advertisers in the newspapers which print derogatory articles about third-class mail or direct mail or what they call j--- m---. As long as some newspapers want to play dirty, there is no reason why we shouldn't fight back. In some cities, letters to advertisers in the newspapers who also use large amounts of direct mail have proved successful. If enough advertisers start raising cain about rotten competitive tactics . . . those tactics will disappear.

☐ SHORTEST SOLICITATION? This may take the cake for the shortest solicitation letter on record. It came from the publisher of a newsletter. The letterhead giving name and address was typed instead of printed. The letter itself read: "Sir, May we send you a complimentary copy of our publication which reports on wild spending, waste and duplication in Washington? Yours truly." Signed by the publisher. The author certainly hasn't wasted any words in his solicitation. Maybe it will work.

☐ MOST OF YOU know about the Congressional Quarterly Service which has been in operation for a number of years in Washington, D. C. Newspapers and magazines especially subscribe to the Quarterly Service because they get boiled-down reports on all the actions of

Currency

worth its weight in gold (and silver)

Eurrency Cover



... worth its weight in gold



Write Dept. 61 for Demonstration Portfolio and complete information on mill stock sizes and weights

GOLD AND WHITE • SILVER AND WHITE ...SUGGEST A "GOLD MINE" OF CREATIVE ART / PRINTING IDEAS!

CURRENCY COVER is certainly not designed to put us all back on a universal Gold or Silver standard. But thanks to Apco, it is the answer to the creative man's dream for practical applications in design and printing where its very color suggests the only natural choice. For announcements and promotional pieces stressing anniversary occasions, advertising of metals, and special presentations — you'll discover none better.

Apco's special processes for mixing metallic bronze and aluminum powders with a casein sizing (which result in a Gold and Silver finish) and applying the coating to the reverse side of an already highly finished white enameled cover-weight stock provides a top notch sheet with an extremely smooth and uniform surface that may be printed by letter-press, offset or silk screen with outstanding colorful results.

Select CURRENCY COVER for your next printed piece where gold or silver is highly important to the product or message presentation success. Its moderate, non-inflationary cost, richness of appearance and feel . . . its affinity for top notch design ideas, including solid color areas, makes it most practical for a wide variety of important uses.











IDEALLY SUITED FOR LETTERPRESS, OFFSET AND SILK SCREEN PRINTING OF:
ANNIVERSARY ANNOUNCEMENTS • BOOKLETS AND BROCHURES • DIRECT
MAIL PIECES • GOLDEN VALUE PROMOTIONS • CATALOG COVERS AND FOLIOS
PRESENTATION FOLDERS • ANNUAL REPORTS • METAL PRODUCTS ADVERTISING — and many others



APPLETON COATED PAPER COMPANY

appleton · wisconsin



Congress; votes of members on bills, etc. A new service has been added during the past year. The Editorial Research Department is now issuing special reports which are sold entirely through direct mail. The reports deal with Congress, politics or some phase of government activity. Most recent report is titled The 1961-62 Guide to Current American Government. It's a 96-page, 81/2" x 11" textbook on the workings of the government. The price is \$1.50 per copy and well worth having. Being sold mostly to high schools. If interested, write to Mrs. June L. Miller, director, Special Supplements Department, Congressional Quarterly Service, 1156 Nineteenth St., N. W., Washington 6, D. C.

DID YOU KNOW THAT the F. W. Woolworth Company is experimenting with selling by mail? So far, test ads are being placed in various country newspapers around the nation. We understand that if the test ads are successful . . . the Woolworth Company will go into selling by mail on the installment basis. Worth watching. Woolworth is also considering a nation-wide chain of discount stores. First test store is being built in Columbus, Ohio. Will be called Woolco Department Store.

☐ THE JOHN BIRCH SOCIETY continues to get publicity . . . most derogatory. Latest nutty whim of founder, Robert Welch, is to announce a nationwide essay contest for undergraduates, "Why Chief Justice Warren Should Be Impeached." Meanwhile, Attorney General of California delivered a fifteen-page report on the society to Governor Brown. Including in the findings where "the group has strong overtones of paranoia ... followers of the embittered candymaker of Belmont, Mass. are a cadre of wealthy businessmen, retired military officers and little old ladies in tennis shoes." Keep your eyes open for Birch propaganda in the mails. Send samples

ORCHIDS TO THE NEW YORKER for its recent media promotion piece based on Westinghouse's success with a series of ads which ran in the publication. The promotion piece is a 12-page 10" x 12" booklet printed with five colors on eggshell stock. Inside cover has pocket which contains reprints of ten Westinghouse ads. Further along in the booklet are complete reproductions of three testimonial letters (folded and enclosed in glued-on envelopes) from key Westinghouse and agency executives plus quotes from others, all adding up-of courseto the wonderful marriage of Westinghouse's ad program and New Yorker's sophisticated audience. A well planned and well executed media promotion piece

consistent with the magazine's image of quality.

☐ ACCORDING TO AFA, the advertising business came off fairly well in the last session of Congress. The Advertising Federation of America calls it about a 50-50 break. There were more than 200 bills introduced which were of major interest to the advertising industry. Some desirable legislation was passed. A few undesirable items managed to get through, but the majority were tabled. As usual, advertising proponents found themselves fighting an uphill battle against the same old critics who perennially propose to legislate, regulate or tax some segment of the advertising industry. If you haven't yet received from your local advertising club a final report on the first session of the 87th Congress, you may be able to get a digest from the AFA (655 Madison Ave., New York 21, N. Y.) or its Washington office (1145 Nineteenth St., N.W., Washington 6, D. C.).

☐ HAVE YOU NOTICED the new style of packaging for individual portions of sugar supplied to restaurant customers? Only ones we've seen so far are available in Florida resorts. Somebody came up with a good idea. The individual envelopes of Domino granulated sugar are printed with four-color views of various spots around Florida. The pictures are only 1½" x 1¾" in size. They are remarkably clear for the small size and the type of paper used. A few we've seen have been slightly off register but the majority are okay.

☐ INTERESTING STORY in the September 1961 issue of the bulletin published by the Washington (D.C.) Diocese of the Episcopal church. It is a four-page report on how the church uses direct mail to build up interest and volunteers for its annual Every Member Canvass during the month of October. Volunteers are solicited early in the summer by simulated handwritten letters from various vacation spots. Reply cards are furnished to those who want to volunteer. Non-repliers are followed up by telephone and mail. Out-of-towners get mail-back pledge cards. Canvassers receive information kits. Plenty of direct mail bustling activities.

☐ A GREAT MAIL ORDER STORY is told in a new book just issued by Fairchild Publications, Inc. (7 E. 12th St., New York 3, N. Y.). The Story of Sears, Roebuck and Co. is an 8½" x 11", 86-page, stiff-paperbound book selling for \$2.35. The book is a compilation of a series of articles which were published earlier this year in several of the Fairchild publications. The articles were de-

get the professional approach

. . . to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

mail advertising service association

INTERNATIONAL 622 5th St., N. W. Washington 1, D. C. PRIME QUALITY MAILING LISTS!
We represent hundreds of the finest lists obtainable and will gladly send you FREE details about any genuine "finds" among them for YOUR needs. We are Charter Members of the National Council with 23 years' experience. Call SP 7-7460 or send a sample of your mailing piece to:

WILLA ADDERN INC.
215 PARK AVE. SOUTH • N. Y. 3, N. Y.

M. Habernickel, Jr.

HABAND COMPANY

Comments, "You need no contracts or written agreements when you do business with Lewis Kleid."

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Mailing List Consultants
To National, Large-Volume,
Direct Mail Sellers

CIMMICK MAILINGS

Exotic, unusual mailings of all types to tie-in with your special promotions.

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EVEN THE BIG SHOTS

One of our New Jersey clients sends the monthly motto mailings to purchasing agents on his list. Imagine his pleased surprise when the president of one of his biggest prospects asked if he too could not be added to the mailing list. You can reach even the top men with the motto direct mail campaign. Want information—just ask on your business letterhead.

BETTER MOTTOES ASSOCIATION
2127 East Ninth St.
Cleveland 15, Oble



INSERTING

dealer sales aids, gimmicks, samples, press materials and other bulky pieces not practical for machines is easy and economical at CA. For low-cost, fast hand inserting of any add-size pieces write

> CIRCULATION ASSOCIATES 226 W. 56th ST., N. Y. C. JU 6-3530

veloped by a team of Fairchild editors and researchers who spent 30 months delving into every phase of the retail and mail order operation of the multi-billion-dollar enterprise. Those interested in the history and growth of mail order should get this book for their library.

☐ MEDIA/SCOPE AUGUST 1961 carried an interesting article by Thomas A. Tucker (director of the Direct Mail Department of Campbell-Ewald Co.). Article is titled: "How Agencies Can Handle Direct Mail As a Major Medium." We need more such articles since there are practically 4,240 advertising agencies in the United States and not too many of them know how to handle direct mail properly. Particularly important in the article is how Campbell-Ewald handles agency compensation in direct mail. If interested, suggest you get a copy of this article from Standard Rate & Data, 420 Lexington Ave., New York 1, N. Y.

□ "34 WAYS TO CUT Hidden Office Costs" is the title of a small 12-page pamphlet issued by A. B. Dick Company (5700 W. Touhy Ave., Chicago 48, Ill.). Tells all about the uses which can be made of the three different types of photocopiers produced by A. B. Dick Company. The need for quick communications has caused most big business organizations to install office copying machines. They save a lot of time in making extra copies of confidential memorandums, reproductions of magazine articles and what not.

☐ BERNARD W. COATES has again made news in a Federal Trade Commission news bulletin. On September 5, 1961, Coates trading as National Mail Merchainders, 35 Pleasant St., Dorchester, Mass, signed a consent agreement with the FTC that he would discontinue his misrepresentations of the past. Coates was the granddaddy of most of the phony franchise deals . . . offering to put you in the mail order business without any experience and with just a little fee of \$25 for the franchise. But Coates has been ordered to cease and desist many times before this. And in spite of all the efforts of postal inspectors, district attorney and FTC examiners, he always starts in all over again. This time will possibly be no exception.

□ ENJOYED LOOKING THROUGH the fall and winter 1961-1962 catalog issued by Nunn-Bush Shoe Company (Milwaukee 1, Wis.) to shoe stores. Inside pages, just the usual illustrations of the new styles offered, with detailed specifications of sizes and workmanship. But the cover is the eye-catcher. It's a beautiful job of stippling, dry embossing and color reproduction which makes the cover look and feel like a leather note

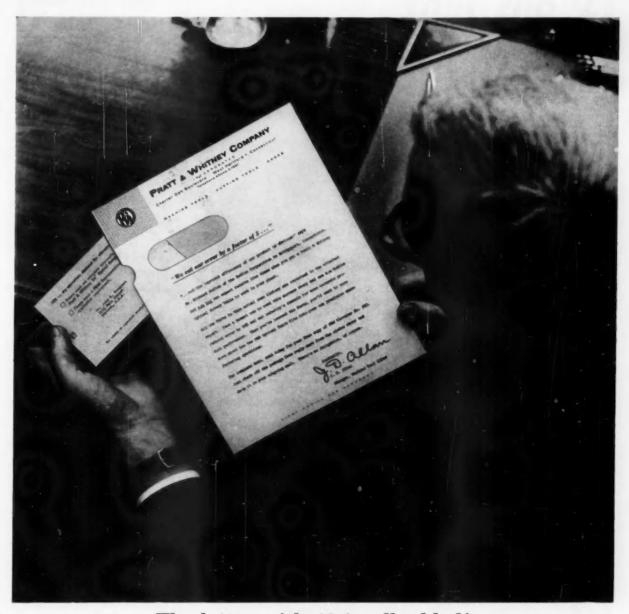
book. We may be wrong but the piece we received actually smelled like leather. Perhaps it was just extra sensory stimulation caused by the perfect graphic arts simulation of leather.

☐ BACK IN 1955, the Association of Industrial Advertisers (271 Madison Ave., New York 16, N. Y.) issued a very fine Handbook of Industrial Direct Mail Advertising. It was written by Edward N. Mayer, Jr., now senior vice president of Dickie-Raymond. Ed has revised the original manuscript and it has been republished by the AIA. The 68-page, 8½" x 11" volume is available to nonmembers of the association for \$3 per copy. It is well worth it.

A MOST STRIKING SERIES of four-page folders was used this past year by Brunner, Inc. of Memphis, Tenn. Should take some sort of top prize for printers' self-advertising. Fine artwork with brilliant colors. Each folder featured some special date, such as: Invention of the telephone, Erie Canal opened, Antarctica discovered, postal service established, gold discovered in the Klondike, Manhattan purchased from the Indians, etc. Brief copy on third page of each piece tied in with the invention or discovery and stressed the importance of inventiveness and creativity in planning and producing good printing. Only fault we could find with series: no street address for Brunner on the folder, although telephone number and city appeared. Best rule is: make it easy for people to get in touch with you.

☐ TWO BOOKLETS about watermarks have been produced by Whiting Plover Paper Company, Stevens Point, Wisconsin. One, "The Strange Saga of the Blue-Feathered Wompus" is a humorous allegory about the art of watermarking both genuine and bogus. The second booklet, "The Art of Watermarking" traces the history of this art from its beginnings 600 years ago. The constant references to Plover Bond are a little irritating, but as a journal on an often overlooked phase of the papermaking process, the story should hold your interest. Write to "Walt," the blue feathered wompus at Whiting Plover and he'll probably send you a copy.

☐ AFTER YEARS of campaigning to induce people to stop using Long Island as an address, the post office has now reversed itself. You are now urgently requested to use Long Island after town name of any place on Long Island, with New York following. In other words, your letters to us should be The Reporter of Direct Mail Advertising, 224 Seventh St., Garden City, L. L., N. Y. Makes things easier for the casing clerks. ◆



The letter with 40% pull added!

Your letter is in his hands—his time is yours for the moment. But will he take the action you want? He will in this case because he's reading a Reply-O-Letter!

Reply-O-Letter has everything "built-in" but a mailbox. A special pocket holds a self-addressed, stamped and return-addressed reply card; nothing to fill-out, sign or stamp. He reads...pulls...mails...and another possible becomes a very probable.

Reply-O-Letter gives you all the results you usually get—PLUS 30 to 50% MORE! Its cost is less than a conventional multigraphed filled-in letter with a card loosely enclosed. Further, the

talents of our writers and our artists are at your disposal at no extra cost. They know their business, as 26 years of outstanding direct-mail success have proved and over 400 clients will attest. These 400 know that the "letter with the Built-In reply" produces best results, mailing after mailing. One user says, "If it's not a Reply-O-Letter it's like a suit without pockets." Let Reply-O-Letter help you.

Send for our booklet, complete with case histories, today. On your letterhead, please.

REPLY-O-LETTER

5 Central Park West, New York 23, N.Y.

Offices in principal cities in the United States, Canada, England and Australia.





Throw away your old ideas about printing papers

The old idea that only a heavy paper is suitable for fine printing is now outmoded. Olin has developed a new concept in papers, called Waylite. It's a lightweight stock as opaque as many papers twice its weight, with extreme whiteness and great strength. Waylite gives you beautiful printing results in halftone or line, black and white, and color. By reducing bulk, weight and postage up to 50%, it has strong appeal to your cost-conscious customers. Ask your Olin fine paper merchant about Waylite letterpress and offset papers, or write to us. See Waylite, and you'll discard your old ideas about printing papers.

PACKAGING DIVISION OILD

ECUSTA PAPER OPERATIONS, PISGAM FOREST, NORTH CAROLINA

DIRECT MAIL LEADERS

Direct Mail Campaigns Esso Standard Fifth Avenue Letter Shop, Inc. Ford Motor Company IBM-Data Processing Div. The John Henry Company Life Magazine Magee Carpet Company Natl. Bank of Commerce in New Orleans The Nestle Company Reed & Carnick TCF of Canada Ltd. Tung-Sol Electric Inc. TV Guide UBS Distributing Corp.

Low Budget (Under \$5,000) Cascade Natural Gas Corp. Dayton Typographic Service Grosset & Dunlap, Inc. Price Brothers Co. Provident Mutual Life Inc. Co. of Philadelphia Mail Ad. Service Assn. (Cleve) House Publications, External Abbott Laboratories Chevrolet Motor Div. of General Motors Corp. E. I. Dupont de Nemours & Co.

Letter Campaigns Hausman Steel Company The Illuminating Co. Trans World Airlines

HONORABLE MENTION

Direct Mail Campaigns Abbott Laboratories J. L. Clark Mfg. Co. Ford Motor Company Ltd. GE-Locomotive Section L&CE Chevrolet Motor Division General Motors Corp. Insurance Co. of N. A. Kimberly-Clark Corp. McCall's Magazine Oakridge Smokehouse Oxford Paper Company Parade Publications, Inc. Pfizer Laboratories Pied Piper Shoe Company Prince Motor Sales Co. Ltd. Ptg. Services of Philadelphia Qantas Empire Airways, Ltd... Republic Steel Corporation Super Valu Stores, Inc. United States Steel Corp. Volkswagen of America

Low Budget (Under \$5,000) General Electric Co.-QHT Home Finance Group, Inc. Huffman Mfg. Co. Lukens Steel Co. Monadnock Paper Mills, Inc.

House Publications, External Aluminum Co. of America Consolidated Electrodynamics Corp.

TOPS FOR '61 DMAA WINNERS



ALCOA Vice President Arthur Hall accepts the Gold Mail Box from Judging Committee Chairman, Fred Nauheim (right). Other top awards presented at the annual Awards Breakfast included . . .

. . . the Silver Mail Box to Esther Bien, Editor and publisher of THE AMERICAN GIRL magazine . . .





and the Bronze Mail Box to Fred Quellmalz for the outstanding campaign used this year by the

PROFESSIONAL PHOTOGRAPHERS OF AMERICA.

Clyde Everhart (left) and Bill Taylor (center) accept Henry Hoke gavels from publisher "Pete" Hoke after special convention-wide presentation of their story.



MAIL BOXES Gold-20- Silver-22- Bronze-24- Hoke-26-





Gorman Armstrong is Literature Coordinator for Alcoa. When one of the company's product or market managers tells him what kind of literature he needs, it's up to Gorman to create it for him. Mostly he deals in the preparation of manuals, brachures, books, and similar publications. For creative sources he calls upon one of the company's advertising agencies, or more often, an organization or individual specializing in the type of work needed. The Defense Industries Campaian described here is the work of John L. Hallstrom of Ivy Associates. Halistrom conceived the campaign, wrote the copy and established the general design of the booklets. He, in turn, retained Raymond Ballinger of the Philadelphia Museum College of Art, who supervised the art production.

SIX BROCHURES, each one elaborately conceived and prepared with great care, spelled out Alcoa's role in the defense of this country in a recent mailing to 4,000 key defense personnel. This campaign was selected from hundreds of entries as the best of 1961 and was awarded the DMAA Gold Mail Box symbolic of the honor.

The purpose of the campaign was twofold, and this purpose was achieved with a subtle blend of softsell and no-sell. First purpose was to state Alcoa's readiness to undertake a greater share of the burden of preparing the nation's defense for peace. The second, to observe, generally, the national and international conditions which indicated a need for accelerated defense measures.

The campaign was mailed to just

over 4,000 top echelon personnel in defense related industries, governmental bureaus and committees involved in defense matters and in the military services. Each name was carefully selected both with respect to purchasing authority and to general policy influence.

The six brochures were preceded by a personalized letter from Alcoa president, Lawrence Litchfield, Jr. The letter was produced offset with fill-in and informed recipient of the brochures to come.

Each of the brochures was 12" by 12", lithographed handsomely on fine 65 lb. white Vicksburg vellum stock by Edward Stern and Company of Philadelphia. Each brochure arrived in a plain kraft wrapper with

ALCOA in the cause of PEACE

A striking series of colorful brochures to top defense personnel promotes Alcoa, aluminum, and America. printed white reversed on red. Alcoa hoped that this aura of urgency would get the message past the secretary and into the hands of the key person to whom it was addressed. Once the kraft paper was removed, recipient found a handsome white sleeve, similar to ones which hold LP records, decorated with Alcoa's red and blue design.

The first brochure dealt extensively with Alcoa's specific contributions to national defense, and the key role aluminum played in the manufacture of critical weapons and machinery. The references to aluminum in general were important since Alcoa had to first sell aluminum as a product (as opposed to steel, plastics or other competing materials) and then sell Alcoa in particular of all aluminum suppliers.

The other five brochures were almost devoid of obvious "sell." Each cover featured a quote from a top Alcoa executive on some area of world challenge. Copy went on to describe these problems in terms of history, great leaders from other times, etc. Alcoa's role in helping meet these challenges was brought into the copy toward the final pages.

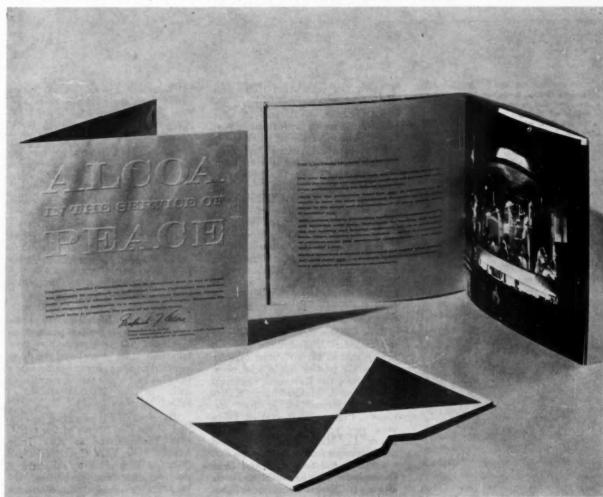
"The ultimate purpose of the campaign," says Gorman Armstrong, Alcoa's Literature Coordinator, "was to involve Alcoa even more actively in military procurement. This, however, was the long view. The campaign was not expected to elicit immediate orders or inquiries, but rather to establish a climate of defense orientation in which the long and highly involved research, development and negotiations typical of the

defense market could most effectively proceed."

Despite the fact that no "inquiries" were solicited, Alcoa received scores of letters from military, government, and industry leaders from all parts of the country. The letters were invariably addressed to the Alcoa executives over whose names the prefatory statements had appeared in the individual pieces.

"Many complimented us for the beauty of the brochures," Mr. Armstrong said. "Of more importance to us were those who indicate an agreement with our expressed points of view and explicitly stated their confidence in our organization's capacity to make important contributions to the national welfare."

Handsome brochures, handsomely illustrated in many colors, were mailed in the red, white and blue sleeves shown in the foreground.





Glamour at the 'Grammar' School

American Girl brings the subteen into focus as an adventurous and knowledgeable young lady who is growing older, younger all the time.

Florence Brooks, Promotion Director of American Girl magazine, tells us (and rightly so) that the word Grammar in the title is a misnomer. We stand corrected. Back when we were getting an education, grammar school went to Grade Nine. Nowadays it goes to Six, and who knows but soon Kindergarten might become a class in Pre-Junior High. The last school Florence attended was Temple University, working on the side in the publishing and retailing fields. She climbed the ladder at Gimbel's Philadelphia before coming to American Girl. Hobbies include boating, flying, fishing, music and men, not necessarily in that order.



Don't LET YOUR Aunt Hattie find out, but American women between the ages of 10 and 16 have become old hands with lipstick, perfumes, permanent waves, nylon stockings, lacy undergarments, and other paraphernalia native to the feminine domain. What's more they probably know more about fashions, food and the opposite sex than Hattie knew when she was thirty. The reason, says American Girl, is that girls are growing older, younger all the time.

This apparent generalization is no promotion writer's pipe dream; on the contrary, it is heavily supported by fact gleaned from data supplied by these young teens themselves, and from the leaders of American business who deal with this age group.

Says Charles Revson, president of Revlon Inc.: "... Today our research reveals that at 12, girls start to wear lipstick for parties and special occasions." Says Ida Rosenthal, chairman of the board, Maidenform: "Habits today are formed earlier than previously. Preteens start wearing a bra at a very early age... as early as 10 or 11. Many girls really need them; many of their friends who do not like to feel they do." And from Grace Jones, vice president of Hanes Hosiery: "Research indicates that teenagers are buying their first pair

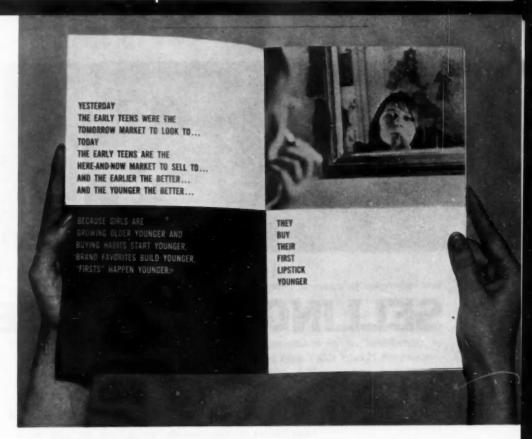
of seamless nylons several years earlier than they did ten years ago. First stockings worn for a party between the tenth and twelfth birthdays."

These are but a few of the remarks made by business leaders in response to queries from American Girl about the buying habits of the "young teen" market (encompassing tenteen, eleventeen, up to sixteen). In every area, from solo shopping to dating to the learning of home skills, young ladies are maturing faster than their mothers and their grandmothers before them.

Creating an Image

To American Girl, the catch phrase "girls are growing older, younger all the time" has represented the crystalization of an image; and the documentation of the phrase has become a valuable tool in the sale of advertising space in the 800,000 circulation monthly publication.

American Girl is an official publication of the Girl Scouts of the U.S.A. with headquarters at 830 Third Avenue, New York City. But a girl need not be a scout to subscribe to the magazine and throughout the years the percentage of active scout subscribers has hovered around 50%. Right, the booklet which summed up the results of research which established the subteen as a substantial buying influence. Earlier teen dating and younger marriages have taken the young teen and the subteen out of the "child" class and forced them to become more responsible and more sophisticated at an earlier age.



Alone in its field (Seventeen reaches an older audience) the magazine needed strong identity, divorced from the erroneous (but popular) eonception of a Girl Scout as the little Brownie who comes about once a year to sell cookies.

Florence Brooks joined American Girl about a year ago as Promotion Director. Her arrival coincided with an executive decision to revitalize the image of the magazine. Prior research on teen habits, magazine readership, circulation characteristics was turned over to Business Image Inc., a firm which specializes in creating visual and word images for clients. Business Image, in turn, was to boil all the information down into a clear easily understandable picture of the publication and its readers.

The information Florence supplied, coupled with some new research consistently brought forth the same truism. No matter what the subject, from fashions to frying an egg, girls were assuming adult responsibility at a much younger age. As a market they were great in numbers, and easily accessible with a respectable amount of discretionary income. Proof of the importance of this market is reflected in the number of fashion manufacturers serving it. A

few years ago, there were barely a dozen companies. Today there are over 200 bonafide subteen resources.

A series of ads was developed for trade publications. Each of these ads had certain common characteristics. All had large photos of a young girl in typical day-to-day poses. One showed her putting on lipstick, another showed a second girl opening up a box of nylons. Each ad carried the appropriate caption such as "They Buy Their First Black Dress Younger" in solid black at the top of a column listing eight other "firsts." Each ad carried the entire list, but the appropriate caption was always at the top printed in black while the rest of the list was in grey.

In turn, these ads were re-printed and mailed out in attractive colored folders to selected lists of advertisers, prospects and their agencies. In addition, a special booklet called "Girls Are Growing Older, Younger All The Time," containing a cross section of all the information developed, was prepared and mailed.

Readers Are Queried

To make sure that the facts and figures from all sources were true for American Girl readers, the editors asked them "How old were you?" to find out what ages they experienced

the "firsts" that are a criteria of growing up. A questionnaire, unglamorous and cluttered, was published in the April issue. The 22 questions took a good 20 to 30 minutes to answer. No incentive was offered for the return of the questionnaire and the girl had to supply her own envelope and stamp. Three days after mailing there were 300 questionnaires returned. Within three weeks. the desks at American Girl were covered with 20,000 completely filled in questionnaires and even as late as October, replies are still coming in. The findings bear out the updated American Girl image of the early teen market.

Highest Linage in History

The result of this effort, encompassing not only space and direct mail but workshops, seminars and other forms of promotion as well, have seen the highest advertising linage in the history of the magazine in the August 1961 issue...up 11% from August of 1960. All indications point to increased vitality and growth in the months and years to come. Our population continues to increase, youngsters have more money to spend and — yes, girls are growing older, younger all the time. •



SELLING THE 7 AGES

The Professional Photographers of America Inc. institutes a mammoth program to get kids back into the portrait studio.

THE SEVEN AGES of Childhood is the name of the first phase of a projected 10-year advertising promotion and public relations program to establish firmly in the public mind a buying habit for portrai ure at specific ages of life. The program is created and produced by the Professional Photographers of America Inc. for its members throughout the United States and Canada. The first phase, dealing with the ages of childhood, (and the subject of the awardwinning DMAA campaign) will run for two or three years. Its creation stemmed from the realization that portrait photography must be advertised to create a desire on the part of the buying public for quality photos of the family.

"Ideally," says Frederick Quellmalz, Executive Manager of the PP of A, "this would be accomplished with a sound national advertising campaign, but funds were not available. Therefore, we reasoned, if we designed good materials, made them available for local placement and convinced our members of the importance of using them, hundreds of local campaigns would work together for national impact. To meet the requirements of all the various members, materials were designed for all media—direct mail, newspaper, radio, billboards, motion pictures, television, point of sale—however, the backbone of the entire campaign was a direct mail series of eight pieces."

The Basic Package

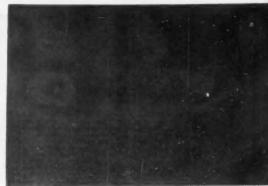
Through the PP of A, members were invited to purchase a basic package of 2,000 direct mail pieces, newspaper ad mats, radio transcriptions, publicity materials and repro proofs, and point of purchase materials. (Not included in the basic package but also available were bill-board posters, television films, mo-

tion picture films, and studio displays). The cost to each member for the package was \$200.

The 2,000 direct mail pieces were made up of 8 different pieces to be mailed at regular intervals to the member's list of 250 names. These names would be compiled locally by the member from whatever sources he deemed best (birth announcements, school rosters, etc.). The PP of A would handle all addressing and mailing.

The first piece mailed to the prospect is a personalized letter from PP of A President Lawfon E. Osborne, informing him that a booklet describing the seven ages of childhood is on the way to him. Fifteen days later, this booklet, prepared for the association by Eastman Kodak, is mailed to the prospect. Between the time this booklet is mailed and the first of a series of six postcards is sent out, the member receives a





Born in New York City, Fred Quellmalz, Executive Secretary of the Professional Photographers of America, spent most of his boyhood in Baltimore, Maryland, before receiving an A.B. degree from Princeton University. At the age of nine, he built his first pin-hole camera and since then has been honored by many photographic organizations for his contributions to photography. During New York's World's Fair, he was Director of Photographic Activities. A Navy veteran, he lives with his wife on a 56-acre farm in Kutztown, Wisconsin.

copy of the list which he can use for local telephone follow-up.

Shortly thereafter, a series of six full color postcards are mailed out at 90 day intervals. These cards, carrying brief copy, feature full-color photos of children at the ages of 6 mos., 2 years, 4 years, 7 years, 12

years, and 16 years.*

While members must purchase the basic package to take advantage of the program, they are not restricted to 250 names and can order additional groups of 50 names at \$29.75 for each group. In all cases, this figure includes postage and addressing. If a member wants to do his own mailing, he can order a supply of cards at a lower price, but to qualify he still must have purchased the basic package.

*Confusion in the woodshed. PP of A's promotional material and the Kodak book-let, also include the age of "1 year", but there is no color postcard for this age.

Approximately 12% of the association's 3,000 members are currently participating in the program. Nonmember photographers cannot use the program unless they first become members of the PP of A.

Results

"The Seven Ages of Childhood," says Fred Quellmalz, "was (and is being) sold to the membership primarily through direct mail and through the association's monthly publication. Of participants who started the program early in the year. here's what some of them had to say about results.

"First two clients paid for the mailing expense. They said 'thanks for the reminders; the booklets are

"We have had a 10 percent increase in the age category of the 7

"Our first quarter of 1961 was the

best we ever had."

"Customers on our mailing list have been bringing their babies up."

"Three sittings paid for the entire program."

Children's sittings are up 30 per cent over last year."

"About five per cent of the mailing list has responded."

"In addition," Fred Quellmalz said, "to direct results, we of PP of A feel certain that many long range benefits will accrue. This is only the beginning of a great cooperative effort that will benefit the industry today and

preserve it for the future."

At the conclusion of this campaign to sell childhood portraits, two new campaigns will be instituted - "The Seven Ages of Man" and "The Seven Ages of Women." It is anticipated that a similar format will be employed with these future efforts. •



CLEANLINESS

ARREST DOUGLEVARD & VELLENOTOR AVERAGE

It's been a long time coming,

....but you're going to find it well worth waiting for.
At last I'm going to have a modern service station equipped
to give you the hind of service you and your car deserve!

It will have a bay for lubrication and one for car vashes. There will be a lot more space for storing tires, parts, and accessories. More room to work in, too.....for tune-ups, relining breades, installing new mufflers, and all the rest of the minor repair jobs that come up from time to time.

Come in end see the plans! I've got a set here at the station and I'll be tickled pink to show them to you.

The next two or three months will be a little on the inconvenient side, of course, but I'll still be able to provide you with full service.

The pumps will be in full operation for all but a few and I'm renting the station facilities ment door while are tearing down the diner and the old building and ing up our new station. You won't even miss an oil

And since you qualify as a charter member of the Bill ylor Sidewalk Superintendents' Club, you'll get regular ports from me to keep you up to date on our progress. It's a least I cam do, considering that it has been my regular stomers who have made this change possible!

Bill

Bill Taylor



COURTESY

BILL TAYLOR'S CHEVRON SERVICE

CLEANLINESS

Arnett Boulevard & Wellington Aven

YOU BE THE BOSS!

s a registered and approved Bill Taylor Sidewalk tendent, you have the right, at all times:

- 1. To inspect freely the progress of our new Chevron Station,
- 2. To criticise the work severely (but to me....not to the workmen!),
- To offer helpful suggestions (again... to me only, please; I can't afford a strike!),
- 4. To order kids off the steel beams,
- To buy gas, oil, and all other services at our special regular prices.

The new building is moving right along, as I us you have noticed. It is just as encouraging to be working with me full time now. And he has turned to be a crackerjack!

Together we have been able to take care of service and repairs --- even under the present handicaps ---we could never handle before.

So don't put off those minor repair jobs until the new station is finished. Even in a few short weeks, they might develop into major problems. Drive right in now. Let us keep your car in first-class shape. We can do it:

Cordially. Bill

ONE HUNDRED **DOLLARS WELL SPENT**

The pioneer tradition of neighbor helping neighbor was revived when an experienced advertising man helped a local service station operator through troubled times.

THEY TOLD BILL TAYLOR that renovation of his Chevron service station might lead to serious financial losses. Customers would be reluctant to drive into the station once it was stacked with bags of cement and piles of lumber. And even if he managed to survive the face-lifting, once his tanks became temporarily inoperative (with the changeover to larger ones) his gasoline customers would go elsewhere --- permanently.

But "they" didn't reckon with a determined man who had faith in himself and faith in the people he had been serving over the years.

Bill Taylor is one of many small businessmen in Rochester, New York, and a mechanic by trade. He doesn't know an awful lot about advertising, but he does know about people. He felt if he could reach his customers and tell them what he was going to do and ask for their continued loyalty through the weeks of renovation, he would come through nicely with little loss of income. Bill's friend, Clyde Everhart, sales manager for Rochester Envelope Company, does know something about advertising, and knowing Bill's problem, offered to help him compose a letter to Bill's list of 300 "regular customers."

This letter, which was mailed in April 1961, demonstrated direct mail's power to communicate on a personal basis. In the letter Bill announced the

remodeling, described the new facilities being installed, invited the recipient down to the station to look at the plans, explained that he would be using the facilities next door for any repair work, and told recipients that as regular members of the Bill Taylor Sidewalk Superintendents Club, they would get regular reports to keep them up to date on progress. The letter, reproduced in full on this page, established Bill as an easygoing hometown boy, anxious to succeed.

"With the second letter," Bill said. "the campaign began to pay off. Since service and pumping operations were now divided, I had to hire another man, one who had been helping out in the evenings on a part time basis. There was a question as to whether I could maintain enough service work to justify this extra man now ... even though I knew I would need him when the new station was completed. The experts said there would not be enough service work, but this letter brought in enough business to keep him busy almost all the time, while I handled the pumps."

This second letter (headed You Be The Boss!) was followed up by Letter 3, described by Bill as the most critical in the campaign. The letter explained that the pumps would be out of operation for a few days, and invited the customer to drop in to



COURTESY

SERVICE

CLEANLINESS

BILL TAYLOR'S CHEVRON SERVICE

Armett Boulevard & Wellington Avenue

Once again.....

we put on another supershow for our select group of Bill Taylor Sidewalk Superintendents:

So many of you have been asking about those three-thousandgallon tanks lined up beside our new sidewalk (you've noticed it, of course?) that we're going to let you in on the entire plan.

Starting next Wednesday...July 5th...those puny little thousand-gallon tanks we are using now will be torm out. In their place will go the three block-busting tanks, along with the smaller ones for fuel oil and waste oil.

Now there will be an operation to delight even the most jaded sidewalk superintendent:

Our gas pumping will be interrupted for a few days, naturally. But don't panie! Just drop in on any of the other local Chevron dealers and say Bill Taylor sent you. You'll find it will be O.K. (Dut for gas only, mind you!)

The week...approximately...that the purps are shut down tilb e an especially good time to bring your car in for lubrication, or for any of those little repair jobs you have been postponing.

After all, I cen't just stend around and watch the workmen all day long. And as by Firm save: "The money helps, toot"

Cordially,

Bell Bill Taylor

P.S.: We'll be open until 6 P.M. every day except Sunday during OPERSTROW TOWN. Comp see us!



BILL TAYLOR'S CHEVRON SERVICE

Armett Boulevard & Wellington Avenue

By golly, w

Yes, sir! Our new pumps are in operation already. Well,

Bring your car on down and let me show you how well the new pumps and tanks work. You might even bring some extra five-gallon cans along....we can fill them, too!

There are nine thousand gallows in the tanks right now, which means I can let you have three times as much gas at one time as you have normally been buying. There is nothing miserly about Bill Taylor, let me tell you...you may have all you want!

Not all the pumps are connected and operating yet, of course. But enough of them are ready so that you can get gas..even if nobody else does.

(Dick came in a minute ago and started reading over my shoulder. Never said a word. Just walked out again muttering about somebody inhaling too many fumes. Strange kidi)

The vorkmen tell me it won't be long until the whole job is completed. Take advantage of these last few days to drop in often. When construction is completed, you know, you lose your Sidevalk Superintendent status and drop back to a Preferred Customer rating.

You will pay the same low price, naturally, but you will only be allowed to insult me half as much.

Cordially,

F.S. Dick just stuck his beed in the door. He wants me to remind you that we'll be open evenings again. So drop in on us tonight, won't you?

any other local Chevron dealer and say that Bill Taylor sent him.

"A gasoline operator is 'dead' when he can't dispense gasoline," Bill said. "He also runs a very grave risk that his customers will forget to come back once they have been forced to go to some other gas station for gas. Except for one half-day, however, the two of us kept constantly busy on repair and service work during the week our pumps were out of service. There was an additional dividend, too. It was after this letter that we noticed that the wives, as well as their husbands, were beginning to kid us. A neighborhood station operator can be sure he is 'part of the family when the women start joking with him."

The fourth letter went out almost

immediately afterwards, notifying customers that at least some of the new pumps had been installed. "Within two or three days we were pumping as much gas as we had been before the shutdown, even though our customers still had to thread their way betwen barricades to get to the pumps. Every customer mentioned the letter, almost without fail."

"The final letter of the series"," Bill continued, "enclosed an individually inscribed and signed 'diploma.' The art work of the diploma was purposely kept primitive, My customers know I am no Michelangelo. The response exceeded all expectations. In fact one fellow told me if I quit sending letters, he would quit bringing his car in. Needless to say I have

*Not illustrated.

no intention of abandoning direct mail now that I have discovered what it can do. A new series is already planned in order to capitalize on the good will these letters generated."

The total cost for this campaign did not exceed \$100, most of it for printing and postage. Clyde Everhart donated his services as "copywriter" and in their spare time, Bill and his assistant Dick, folded and inserted letters, and affixed 3¢ stamps for single piece third class delivery. The results of the campaign, of course, showed that the predicters of dire straits for Bill and his station were about as correct as the pre-season experts who picked the L. A. Dodgers to beat the Baltimore Orioles in the World Series. •



Left, Bill Taylor's station prior to the complete renovation. Three months later, with his customers still sticking with him, his station was modern and large enough to handle additional business.



HOW TO KEEP A LIST UP TO DATE PART TWO

John Yeck **Jack Maguire**

Continued from October 1961 issue in which the authors discussed human and mechanical errors which result in undeliverable mail.

C. REVIEW YOUR ENTIRE LIST PERIODICALLY.

1. Use your salesmen, servicemen, technicians, distributors

How: Send each person, salesman or other, a copy of the list for his territory. Enclose a business reply envelope and a little note. In the note brag a little bit about the list and its accuracy and about how careful you are to keep it up to date. Imply that you are sending him the list to help direct his activities toward the best possible prospects. Don't come right out and say so, but suggest vaguely that some changes might be required, because of upheavals in the last week or so. Indicate that some unique situation might make an additional practical if he feels he can detend his choice. Don't ask him to do a list-cleaning job.
WHAT HAPPENS: He'll show you! He'll go over your

list word for word, searching for errors, and will enjoy eliminating the non-prospects and adding new prospects to your list. If he is the spirited-salesman type, you will probably get back the most accurate list you have ever had in

2. Check against newer directories.

How: If your list has been built from directories, list the source, if possible, beside each name. Order the new directories as soon as they are available. Once in a while, it will be possible to get the publisher to send advance

WHAT HAPPENS: To a certain degree, of course, directories are out of date before they are received, so it's important to use directories as soon as you can get them and to be careful that you are not "correcting a more recent correction." (You may have received a post-office correction that is newer than the directory material.) Nevertheless, if your list source originally was based on directories, you need the constant review, or your list will gradually die out in effectiveness.

Following this practice, you should be able to make a 10 to 15 per cent correction in your list before you make your next mailing. (This will be smaller or larger, depending upon your ability to keep the list up to date during the time between directories.) Theoretically this should increase returns on your mailing by 10 to 15 per cent.

3. Have an executive review 8 per cent of your list each month.

How: Arrange with the company maintaining your list to run off 8 per cent of the list, as currently corrected, each

WHAT HAPPENS: This method is practical for companies who are mailing to reasonably high-quality lists where many of the names are known to executives of the company. A personal review of such a list is practical company. A personal review of such a list is practical because no method of list correction is 100 per cent perfect, particularly when the list contains the names and titles of people in business.

Regardless of the list, the typical executive finds it "impossible" to review an entire list at one time. He keeps

putting it off, even when he is convinced that the idea is a good one. On the other hand, when he is faced with only one-twelfth of the list each month (and knows that another one-twelfth will be coming around in four weeks), he is more likely to find the time to give the list a brief review.

Send names to local sources, other than postmasters, who can check on the individuals.

How: Group names for each post office and send them to people in that post-office area who have access to lists of names or who have general knowledge of inhabitants. In larger towns, you might send to letter shops; in smaller towns, to lawyers, justices of the peace, express agents, or

WHAT HAPPENS: Of course, you will use this method only when you have "lost" very good prospects, customers, or members. It's a last-ditch and relatively expensive method of obtaining a list correction. In addition to the cost of the mailing, you should either provide some sort of a "reward" for the person who is doing the job for you (money will do) or use some common interest for your contact. (If there are only three or four names in a town to check, for example, then you might ask your own lawyer to send letters to small-town lawyers . . . or exploit some similar relationship. People are usually willing to do reasonable favors for a stranger if they can identify themselves with the stranger in any way.) Since you are probably using this method only for difficult cases, you will probably not get a very large response. probably not get a very large response.

5. Check the list itself for duplicates.

How: A skilled person, with a feel for mailing lists, reviews the list occasionally, in search of obvious or suspected duplications.

WHAT HAPPENS: She finds some obvious duplica-tions and removes them. She also finds "suspected duplications." These generally occur through misspellings or errors which are not incorrect enough to interfere with mail delivery. "John S. Jones" and "J. L. Jones" at the same address may be father and son. But they may also be the result of poor handwriting of an "L" at some time in the past.

In alphabetical filing, a slight misspelling of a man's last name may cause duplications. If a good memory during the list review, or the geographical refiling of mailing pieces as they are about to be mailed produces a "John F. Jones" and a "Jone F. Jones" at the same address, the reviewer has a suspected duplication. In the same way, slight errors in spelling of street names will not affect delivery. . . . Since the postmaster will deliver a package to 846 S. Main St. even if it's spelled "Mane" St. But the two streets, in a geographical file (which often prevents duplication better than an alphabetical file) will not be in the same place. Communities across the country are constantly changing street numbers, too. And the discovery of "two" men with the same name living at different numbers on the same street is cause for a little investigating. Rural routes are often loaded with similar names living at difficult-to-distinguish different addresses.

At Aldens, for example, when they find suspected duplicates, they put all the similar names on a card. If there are ten names or less, they send the card to one of the names



Both John Yeck (left) and Jack Maguire (right) are respected figures in direct mail advertising. John is a partner in Yeck & Yeck, Dayton, Ohio, a direct mail agency which has won many honors both for itself and for clients. Jack is Professor of Business English at the University of Illinois at Urbana. This article, the first part of which was published last month, has been extracted verbatim from the authors' new book Planning and Creating Better Direct Mail, published last month by McGraw-Hill Publishing Company, 330 West 42nd Street, New York City. Price \$6.95.



on the list and ask whether the names are duplicates or members of the same household. If there are more than ten, they send the list to the postmaster asking for the same information.

D. RENT YOUR LISTS. LET THE OWNERS KEEP THEM CLEAN.

List houses have lists available by business category, etc.
 List brokers are able to rent you lists owned by others,

classified by interests.

3. Magazines or similar list owners rent them direct.

 Names of phone owners, home owners, "occupants," parents, brides, high-income people, etc., are available, locally and nationally.

How: Literally hundreds of organizations throughout the country are in the business of compiling or renting lists. Some of them may contact you by mail. However, your most practical approach is to make a careful study of the type of people you want (their occupations, characteristics, or whatever aspect tends to qualify them as your best prospects) and turn this description over to your local direct mail agency. From their extensive files of list sources, they can either recommend or get in touch with a number of sources to obtain the best list available. No one list source is "best" for any purpose. Almost every large list operator has some specialty which makes his list superior in some area.

WHAT HAPPENS: Since you are renting the list, the list renter addresses your mailing piece for you as part of the rental price. You pay this rental each time you use the list. However, it is the list owner's obligation to keep the list clean. Some list owners are more effective than others in this regard. And part of the service of your direct mail agency is an intelligent collection of the best (highest quality) list source. When you do get corrections to lists which you rent, it helps to return these corrections to the list owner The more renters who do this, the cleaner his list remains. Lists which are constantly used, by many users who cooperate in keeping them clean, are obviously in excellent shape.

E. KEEP YOUR LIST GROWING. A LIST IS NOT UP TO DATE AS LONG AS ANY GOOD PROSPECTS ARE MISSING.

1. Ask customers to add names of others who might be interested.

How: If you are selling by mail, it is not unusual to add a few lines to your order blank, with room for the recipient to add the names of friends he thinks might be interested. If your unit of sale is a large one, you might be willing to offer him a premium for the name of a friend who then purchases within a certain period.

If your mailing is informative or especially interesting, you can get some additions by enclosing a business reply card with room for names on the back and a request for the names of friends interested. Sometimes a company's house organ or small printed leaflets or folders are used for this purpose.

WHAT HAPPENS: Generally speaking, the names which are suggested to you are reasonablly well "qualified." That is, your customers or prospects will not normally recommend people who are not likely to be customers too. This is another instance of improving your list inexpen-

sively, since the requests go as part of another mailing, and the names they produce are usually good ones. While it's unusual to get great numbers of names this way, some companies have been quite successful. One company (mentioned by Metropolitan Life Insurance) sent a processed letter to 4,000 customers, together with a prospect blank, asking for names and addresses of prospects. Replies were received from 492 customers, who furnished 2,180 names of prospects. Sometimes a company will ask if there is any objection on the part of the customer to using his name in soliciting the prospects he has listed. In the above case 33.4 per cent of the customers replying gave this permission.

2. Mail to a broader list with some kind of offer to "qualify" prospects.

When a mailing list has too many nonprospects on it, your mailings are bound to be ineffective. So you'll aim to do most of your mailing to known prospects. Broader or more general lists, with a *low* percentage of prospects, can be valuable, however, if you use them as a *source* for more prospects to add to your regular lists. Your objective, when mailing to this broad group of "suspects," is to get the prospects to "raise their hands" and identify themselves, or to "qualify" themselves as prospects for your product or service.

How: Develop some kind of free or special offer which will have maximum appeal only to your good prospects. (A booklet entitled "Hints on Keeping Mailing Lists Clean" will be requested primarily by people who have mailing-list problems and are, therefore, qualified prospects for a mailing service.) Mail to the general list, making this offer and enclosing a reply card or envelope to make it easy for your prospects to answer.

WHAT HAPPENS: People who are interested in your offer (and are, therefore, qualified prospects) send in for it. The more restricted your offer (the less interest it has for nonprospects), the fewer returns you will receive. But, since you want to restrict replies to qualified prospects worth adding to your mailing list, you don't want very many returns. In fact, a high percentage of returns to this type of mailing is an indication of failure, rather than success. Assuming that your judgment on the original list is correct (that it was a general list containing only a small percentage of prospects), too high a return indicates that your offer was of interest to nonprospects as well as prospects. Next time you will want to define the values of your offer more carefully, so that they will appeal only to your prospects.

You may or may not follow up the offer with a salesman's call to substantiate the customer's qualification. If your mailing program is extensive enough, this may pay, since you do not want nonprospects on your basic list. And, no matter how restricted your offer, a few replies will come from nonprospects.

3. Use mass-media advertising with coupons or editorial releases to make special offers "for prospects only."

How: This method of adding names to mailing lists follows the same technique as outlined in the suggestion above, except that the offer is made through a press release (Continued on Page 30)

or through advertising.

In most instances, any mass medium reaches many readers who are not prospects for your particular product or service. Any offer of general interest will bring plenty of response, but not necessarily from prospects. So here again, as in the suggestion above, you offer material or information which is of interest *only* to your prospects.

A typical offer for this purpose is a booklet. And the selection of a title for the booklet is important since this is often your only offer ("Send for our free booklet ——"). Typical titles on booklets used for qualifying prospects are: "How to Solve ——" (insert the problem which creates the need for your product); or "How to Enjoy ———" (insert the benefit which your product brings). Obviously . . . a high percentage of the requests for those booklets will come from qualified prospects.

WHAT HAPPENS: As in the illustration above, qualified prospects for you have a tendency to respond to your offer. After getting their inquiries, you either add their names to your mailing list directly or make some further effort (by salesman, follow-up letter, etc.) to make sure that they actually are qualified prospects.

Enclose guarantee cards with your products to get names of users or dealers.

How: It's a common practice of manufacturers to offer a warranty against defective materials or workmanship with each of their products, contingent upon the return of the warranty card properly filled out. A simple business reply card, enclosed with the product, will do the trick. (This card is often used for other purposes as well, a survey of buying influences or motivations, etc. But we are concerned here only with its use as a source of customer names.)

WHAT HAPPENS: A good percentage of the purchasers will return a warranty card, particularly on items which they think may cause some trouble. In time this produces a fair list of users and an excellent list of dealers, particularly the larger dealers in that item.

5. Attach cards to cartons to get names of dealers. Sometimes distributors are reluctant to provide names of dealers. Since you cannot write the dealer, you must devise a method of getting him to write you. You can use much the same system as is used with customers and warranty cards.

How: Offer a dealer co-op advertising, sales-promotion tips, information for his service department, or some other attractive offer. Put this offer on a business reply card or on a larger, attention-getting piece and attach it to your cartons. If the dealer customarily unpacks your product for delivery to the final customer, you can pack your dealer message inside the carton.

WHAT HAPPENS: Unless your offer is unusually attractive, you will not get a very high response by using this method. But it is inexpensive and may be the only practical way you have of getting dealer names. If the practice is continued, possibly with a variation of offer from year to year, you will soon build a substantial dealer list.

6. Include space for list information on salesmen's reports.

How: There are all kinds of opportunities in this area. If your salesmen make written reports without using a form, you just keep reminding them to check the mailing list against their knowledge of the firm. In these cases, it's best to provide salesmen with 3 by 5-inch cards or similar records containing the current list. Whenever a salesman makes a call, he returns the card for that company with any corrections which he may have discovered. When this card is received at the mailing house, the corrections he recommends are made to the list and a new card processed and returned to him. Ordinarily, no attempt is made to keep his list up to date on post-office changes, etc., re-

ceived by the mailing house.

When salesmen have printed forms on which to report, leave room on the form for list corrections. It's even more effective to require an answer to the question: "Should any changes be made in our mailing list for this company?"

WHAT HAPPENS: This depends upon the salesman. Some salesmen will report list corrections regularly, and others will not. However, if space for corrections is made available, and if a particular salesman never makes any, it's obvious that he is not keeping in close touch with the personnel changes in his prospects' companies.

Use newspaper or trade-paper clippings to correct and revise current lists.

How: Review each issue of the publication which best covers your list. Clip announcements or news stories which might affect your list immediately. File them, and before each mailing, make the corrections which have developed in the meantime.

WHAT HAPPENS: This is a relatively expensive method of list control because it takes a good deal of time. But it is also one of the best methods for keeping lists really current.

8. Use "investigators" who search for prospects.

How: You simply hire people to go out and look for prospects. This goes one step beyond the newspaper or trade-paper clipping area because you send investigators into the field to gather your own "news."

WHAT HAPPENS: Your results depend upon the quality of your investigators. And of course, this frequently depends upon their rate of pay. If you are a local concern and hire an investigator to develop a list of cars with worn tires, houses that need paint, sidewalks that need repair, etc., it is usually best to spot-check the investigator before adding all the names he furnished to your list. However, if your investigator is dependable, this can be one of the most effective of list-building methods.

9. Be sure to add new customers as you get them.

For many businesses, customers are the most valuable prospects. Yet customers' lists are often "built" and then forgotten, as far as adding your new customers is concerned.

How: One method is to check all new invoices against current mailings lists. If a company's business consists primarily of reorders, however, this can become an expensive operation. In such cases, someone who is familiar with the names of old customers can do an initial screening. Another method is to make periodical additions from ledger cards or similar records.

10. If using a purchased list, buy a new one occasionally.

A 1935 list of barber shops, even if cleaned constantly and efficiently through the years, would be far from up to date by now. If you purchased a list originally, the chances are that the same problems that kept you from building your own list then, still remain. Perhaps you don't really have the facilities to develop a complete list, or perhaps you find it less expensive to buy a list than to build one. The list house where you purchased the list, on the other hand, has gone right on compiling new lists from the original sources. Warning: Even list houses aren't perfect. And you may have live names on your current list which will not be included on their new one. So a check of the new list is in order.

How: Purchase the latest list from your list house. If you have made few corrections or additions to your list, just substitute the new list for the old one. However, if you have made regular corrections, you should check your old list against the new one. When you find completely new names, add them to the list. When names are on your list but not on the new list, or are on the new list at different addresses, take them off your list temporarily and use one of the methods suggested under B above. (Ed. October issue)

Do not do this just "any time." Ask your list house to tell you the best time of the year for a revision. (Some lists are based, primarily, on annual directories or registrations. Obviously, if auto licenses are purchased each December, you won't want to buy a new list of car owners

in November.)

11. In retail stores, get clerks to obtain names and addresses when making cash sales.

How: If you are using sales slips for every customer, simply ask the clerks to get names and addresses for cash sales as well as credit sales. If you do not offer credit or don't use sales slips for cash sales, you will have to provide special slips for clerks to use.

WHAT HAPPENS: All names and addresses obtained by the clerks are reviewed to see whether they fall in the store's trading area, etc. Qualified names are added to the

Incidentally, the decision to obtain the names of cash buyers is usually followed by a flurry of activity, which then gradually tapers off. Clerks must be reminded of the policy frequently. And sometimes it is necessary to provide some kind of a small cash bonus for obtaining the names. In other instances, the number of qualified names you receive may be increased by making the request selective, asking only for names of people who purchase over a certain amount or who purchase certain items.

F. REDUCE ERRORS IN HANDLING AND MAINTENANCE. NO LIST IS UP TO DATE IF IT'S FULL OF MISSPELLINGS OR OTHER ERRORS.

1. Use skilled typists for typewriter addressing.

How: If you type your addresses in your own office, recheck the addressing of each typist periodically to see that she is taking sufficient care with the addresses. Many typists consider envelope addressing a burdensome chore and are not especially concerned about accuracy when addressing. Sometimes their attitude will change, if you make spot checks of their work.

If you purchase typewritten addressing outside your own office, be sure that you are getting the quality of addressing you want. Commercial firms often give you the choice of various addressing methods: (a) full address, (b) use of normal abbreviations where possible, or (c) "skeleton" addressing. Unless you specify full addressing, you may be "skeleton" addressing (with Mr., Miss, or Mrs., Street, Road, or Avenue all omitted, street names abbreviated, the word "City" used, etc.).

2. Use mechanical addressing when possible.

Mechanical addressing provides greater accuracy. Once an addressing plate has been prepared and proofread, it remains accurate. Mechanical addressing, in addition, is much faster than typing, so that mailings can be produced more quickly.

A common rule of thumb indicates that your mailing list can be switched to mechanical addressing at a lower cost if you intend to make six mailings or more of the list. In the interest of accuracy, some people put their lists on mechanical-addressing equipment for even fewer mailings. (The number six is not entirely accurate, on a cost basis, for every list. The exact number will depend upon the anticipated number of changes in the list and the frequency of mailing. If a list is to be used for ten years, but only once a year, it should probably never be plated. On the other hand, if it is to be used for four quick mailings, without time for list changes, it will probably be economical to use mechanical addressing, even if it is never used again. If the list is to be used over a long period of time and a number of address changes are anticipated, it may be necessary to count on eight or ten mailings before it is economically feasible to switch to mechanical addressing.)

This computation, of course, ignores the matter of accuracy, which is important in keeping lists up to date.

Obviously, it is not necessary (nor usually desirable) to obtain your own mechanical-addressing equipment. Commercial addressing services are available, where skilled help provides good service at reasonable prices.

Even with the Best of List Maintenance, Lists Get Out of Date

George J. Cullinan, former vice president of Aldens, Inc., now president of the George Cullinan Organization, Chicago, once said:

Very probably most mail-order people think they do a good list-maintenance job, and the efforts they make are imposing enough to give credence to that thought. But can our own list-maintenance program, however imposing, be called good

1. On each of 8 media mailed annually we have 2% nixes or 16% in all?

2. When one-third of a "clean," "purged," and "pure" list of customers, who have bought substantial amounts of merchandise in the past six months, fail to buy at all from a series of mailings aggregating 3,000 pages over a period of a year?

3. When a company makes over 1,500,000 "new" customers a year over a period of 20 years, and yet its total has never exceeded 3,000,000?

Yet this is what actually happens in all of the major mailorder companies and is very likely happening to other direct mail companies, . . . and this despite a list-maintenance pro-gram involving daily, monthly, semi-annual checking of the

Have List Specialists Maintain Your List

Direct mail advertising has such tremendous power that much of it is successful in spite of poor list mainte-nance. Yet how much better it could be if lists were given regular doses of "Tender, Loving Care.

Good lists mean more sales and higher profits for the same proportion money.

So it makes sense, and dollars, to have list specialists maintain your list.

Although it would seem to be routine, list maintenance is not an "easy" job. Even when you follow all of the above suggestions, the problem of keeping the physical list corrected is a ticklish one.

When you try to maintain lists in your own offices, you find: (1) The job gets put off, because it's tedious. This increases costs, since it is usually cheaper to make a correction than to mail even a single extra mailing. (2) Because maintenance is difficult, unskilled people tend to compound errors. And the high-priced people who can do it satisfactorily are more profitable on other work.

So turn the maintenance of your list over to a specialist. Skilled list workers develop a sixth sense for slightly different duplications; learn to decipher the scrawls of postmen; practice methods that reduce errors; and understand

the need for extreme care in list handling.

Take Your Mailing List Seriously

If—as the result of reading this chapter—you think that building and maintaining a good list is a lot of hard work, you are absolutely correct. But so is any form of successful selling. And time spent with your list will often pay off at a higher hourly rate than time spent any other way. Your list is the heart of your direct mail.

Remember, the basic philosophy of mailing lists is as simple as golf: "Get all prospects on your list. Get all nonprospects off."

"On" and "off" are equally important. Do not slight either. •

Our thanks to McGraw-Hill for allowing us to publish, in its entirety, Chapter Five from Planning and Creating Better Direct Mail, "How To Keep A List Up To

Members of this magazine's staff who have read the book are impressed both by the freshness of approach and the detailed research which has gone into its pages. Authors Yeck and Maguire cover every phase of direct mail advertising and selling from lists to copy to formats, providing a wealth of basic information for the novice and advanced data for the experienced professional. It may well become the basic text for direct mail advertising courses throughout the country.

Copies may be ordered direct from the publisher, or if you prefer, send your request direct to this magazine and we'll see that you receive a copy. Price is \$6.95.

AWARDS PRESENTED AT MASA CONVENTION

Fifteen direct mail firms from all over the United States and one from Canada took top honors in the 40th annual awards competition of the Mail Advertising Service Association International. Formal awards were presented October 9th at the MASA Convention at the Statler-Hilton Hotel in New York City.

The Fifth Avenue Lettershop, New York City, won the John Howie Wright Cup, symbolizing the best



creative advertising program promoting a direct mail concern. (See April 1961 Reporter of Direct Mail.) Bob Fox presents the cup to Charlie Lazarus (center) and Bob Jurick (right).

The other top award, the D. Stuart Webb Memorial, established in 1957 to honor the memory of the late Baltimore advertising executive who pioneered in creative direct mail, went to American Mail Advertising, Inc., Boston. It was earned for the company's creation and production of the Oxford Paper Company's direct mail promotion of its new "North Star" coated papers. (See September 1961 Reporter of Direct Mail)

Other big winners in this year's competition were: The Letter Guild, New York City, which won a blue ribbon as well as an honorable mention for mechanical excellence in direct plate processing for offset (up to and including 10" x 14" presses). Warren Lettershop, Warren, Ohio, took home two blue ribbons, one for letterpress printing and the other for administrative forms. One of last year's heavy winners, The Smith Company, San Francisco, won a blue ribbon for varityping and IBM composition and received an honorable mention in the D. Stuart Webb Memorial Award contest.

The Minneapolis firm of Bachman & Associates won the blue ribbon for mechanical excellence in automatically typed letters. Aero Mail-Vertisers, Milwaukee, took the top prize for mimeographing, as it has a number

of times in recent years.

The Mail Advertising Bureau, Inc., Seattle, walked away with the multigraphing blue ribbon, while Stevenson-Brothers, Philadelphia, got the nod for the metal plate processing award.

The blue ribbon for mechanical excellence in offset printing (over 10" x 4" presses) went to Premier Printing & Letter Service, Houston, Texas.

Jo-Lee Mail Advertising Service, Pittsburgh, repeated its 1960 win in the competition for the Mimeo Art Cup for stencils created by hand. The second Mimeo Art Cup for reproduction of electronic stencils went to Holmes Lettershop, Lemoyne, Pa.

The Cleveland Letter Service, Inc., Cleveland, Ohio, came out on top in the competition for the Lettershop Advertising Exchange Plaque.

Other companies receiving honorable mention in various categories were: Taylor Duplicating & Mailing, Inc., Montreal, Quebec, Canada, administrative forms; Ambassador Mail Advertising Co., Bellmore, N. Y., direct mail shop promotion; Taylor & Co., Portland, Oregon, direct mail shop promotion; St. John Associates, New York City, creative campaign for a client.

At the closing banquet ceremonies on October 9th, Harry Scherman, Chairman of the Board, Book of the Month Club, New York, was honored with the Miles Kimball Award, conferred annually by the MASA on the person who has made the most outstanding contribution toward the effective use of direct mail adver-



tising. Mr. Scherman is the tenth winner of the Kimball award, seen here accepting the plaque from Leonard Raymond of Dickie-Raymond (left), Kimball Award Chairman.

Local Awards Chairman was Bob Fox, Hooven Letters Inc., New York City, Judges were: Amos Bethke, director, Central Printing, Time, Inc.; William Clary, sales development manager, Air France, Inc., and Peter V. Struby, manager of public relations and advertising, Cerro Corp., all of New York.



LHJ: ON THE BALL

A baseball, attractively packaged in a specially created box, arrived on the desks of 2,500 advertising influentials the day the Series opened in New York. Said the teaser caption on the box: "Our pitch is straight and fast." As the top was lifted from the box the four sides of the box fell away from the baseball perched inside. At the same time a pink pennant mounted on a rigid spring popped up.

On the ball was the caption (in pink): "Ladies' Home Journal's got more on the ball." Also on the ball, the signatures of notables writing for and written about in the magazine.

Copy on one flap read as follows: "A rundown of the comparative lineups in the women's field leads to one conclusion right off the bat: Ladies' Home Journal has more on the ball more big names, more hit ideas, and a dazzling new array of crowdpleasing tactics. Which is why the Journal is enjoying the hottest streak of all on the newsstands. Which is also why smart managers are streaking for the Journal for the '62 season! Are you on deck?"

Intrigued, we called Robert Kyle, creative Director for Ladies' Home Journal in Philadelphia. It seems they have been working on this particular item since July 15th.

The baseballs presented a problem. To print the copy and reproduce the signatures, LHJ needed the hides which they would print and then return to the manufacturer for stitching. But 2,500 is a very small order and too small for the large baseball manufacturers, As luck would have it, Bob Kyle discovered a local Philadelphia ball maker who agreed to the proposition. The caption (in pink) and the signatures (some in black, some in blue) were silk-screened on the hides and returned to the supplier for stitching.

The 2,500 who received this promotion piece represent the magazine's prime advertisers and prospects along with top agency personnel.

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owned by the association. It will no longer receive the cooperation of ABBB member bureaus.

Following a suspension last May by the ABBB's Board of Governors, a special committee was organized to aid the Denver Bureau in adjusting those parts of its program in conflict with the bylaws and policies of the national group.

All points at issue were adjusted satisfactorily with the exception of a proviso which the Denver Area BBB's board of directors refused to relinquish. That concerned the right of the Denver organization to use the "Emblem of Truth" in its own advertising to promote the program locally. Such advertising would leave the door open for the Bureau to list names of participating advertisers and would direct the attention of the public to the emblem which participating advertisers would use in their advertising and in their places of business.

The ABBB's board of governors believes that such advertising by the Denver Area BBB would constitute the endorsement or approval of par-

Do you spend money on Direct Mail? or ... Do you MAKE money with Direct Mail?

There is a big difference between spending money for so-so results, and getting top results consistently. It's the difference between a mailing piece and a Printed Salesman.

A Printed Salesman is creative talent and a knowledge of your market translated into paper and ink by the finest equipment. It is the result of years of experience, and close contact with the latest techniques, both creative and production. It is your story told in such a way that even in a whisper it can be heard above the noise of the crowd.

If you spend money on Direct Mail, we should get together.

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complete production service.

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CREATIVE SERVICE ASSOC.

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FIFTH AVENUE
LETTER SHOP INC.
LITHOGRAPHIC ASSOCIATES INC.
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Code 212 — CH 2-5311

LOOKING FOR LISTS?

See Pages 42 & 45



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NEW BOOKLET AVAILABLE

A new DMAA Research Report entitled Modern Mechanical Addressing Systems is available from the DMAA. The price is \$5.00 per copy.

Written by Ed Lustig, president of Circulation Associates, New York, the report covers all phases of mechanical addressing including cost factors, upkeep, filing, selectivity, embossing

LABELING

by Cheshire machine and hand Dick Strip at CA speeds up volume mailings while cutting down their cost. For prompt, precision labeling of publications, catalogs, tabloids, as well as envelopes, write or call:

> CIRCULATION ASSOCIATES 226 W. 56th ST., N. Y. C. 1U 6-3530

and proofing, hand typing, and label systems.

If interested, address your inquiries directly to DMAA, 230 Park Avenue, New York 17, N. Y. •

MAIL ORDER TRENDS-JANUARY-SEPTEMBER, 1961

Lewis Kleid (Lewis Kleid Inc., 25 West 45th Street, New York 36, N. Y.) periodically checks prominent mail order operators to determine just how well selling by mail is faring across the country, both in the consumer field and in the business and financial field. His data for the first nine months of this year, printed below, indicates that mail order is doing well in some areas, not well in others.

You may or may not agree, but there is a widely held theory among some mail order operators that the comparative prosperity or misfortunes of mail order selling is a barometer of things to come in the marketplace in general. Say these theorists, mail order volume will increase or decrease about six months prior to the same general trend in overall sales throughout the country.

If you subscribe to this theory, you may find these satistics valuable in formulating your plans for the coming year.

 If 100 represents "Break-even," check the box which most nearly represents results for the first 9 months of 1961.

	Consumers	Business & Financial
Over 100 (Profitable)	53.7%	65.6%
Approx. 100 (Break-even)	38.9	21.9
Under 100 (Poor)	7.4	12.5

If 100 represents sales for the first 9 months of 1960, how would you rate 1961?

Over 100 40.7	35.5
Approx. 100 37.	25.8
Approx. 75 20.3	32.2
50 or under 2.	6.5

3. If you used space advertising during 1961, did it cost you more or less per order than direct mail?

Did not use space advertising	28.6	40.
Cost about same		30.
Space more expensive	18.4	13.3
Direct mail more expensive	14.3	16.7

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It isn't direct mail, but it's an interesting advertising and promotional idea that might spark a thought in the minds of some readers.

Starting in January 1962, at least fifteen supermarkets throughout the country will begin distributing a monthly magazine called "Shopper's Reward". The magazine will feature 76 coupons with a total redemption

Outstanding Direct Mail Successes, Fully described and illustrated in ADVENTURES IN SELLING portfolio series. DMAA members receive them as an association service, now available to non-members at \$1.00 each. Send for list AS. The Reporter of Direct Mail, 224 7th St., Garden City, L. I., N. Y.



creative? US?

Nope—no creativity here! But we DO excel in reproducing YOUR creative direct mail material — addressing — mailing it. Service is good — price is always honest.

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TYPE . . . for all your Direct Mail needs:

TYPE for text, display and ornamental use

Type in hand or machine composition

746e in metal or quality reproduction proofs

Type in sorts—by the letter, line or pound or in fonts for set-it-yourself use

TYPE over 280 fine type faces in more than 1800 size

fonts...plus 422 different Strip Rules, Decorative Borders and Full Face Rules.

For finest, fastest service, send your next type job to

LOS ANGELES TYPE FOUNDERS, INC.

225 EAST PICO BLVD. • LOS ANGELES 15, CALIF. • RICHMOND 9-2248

DIRECT MAIL

ONE OF THE

Largest Service Agencies in the West

Save By Our Service!

- 1. Completely Automated
- 2. Filing Maintaining 4½ Million Customer Lists
- 3. Faster 1½ Million Per Day Capacity
- 4. Phillipsburg Automatic Inserters
- 5. From Catalog to Number 6 Size
- 6. Cheshire Automatic Labeler
- 7. Hi-Speed Pollard
 Alling Metal Plate
- 8. Catalog & Magazine Mailing
- 9. Bulk or 1st Class Mailings

LOWER COST THAN YOU CAN DO IT YOURSELF

Our 17-Minute Movie Gives a Complete Review of All Our Services Available for Your Use Shown at No Obligation on Your Premises



The

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Mailing House

inc.

Also Known as Publishers Consultants

1019 NORTH MADISON AVE., L. A. 29, CALIF.



Producers of result getting direct mail campaigns for western markets. Complete automatic reproduction and mailing facilities.

The Smith Company 47 Fremont St. · San Francisco SUtter 1-6569

> 75 experts on our staff to serve you daily.

value of approximately \$75.00. According to the plan, a copy of this magazine will be given free to every purchaser of \$10.00 or more.

Readers must enclose a box top or other "proof of purchase" with the coupons. These, in turn, are sent to a redemption agency in an envelope provided in each magazine. The sender will receive a check for the amount provided, or he can direct that the check be sent to a charitable organization of his choice.

Stanley Arnold, noted merchandising consultant who, along with Murray Konecky of Shoppers Publishing Co., developed the new magazine, feels this alternative will gain support for the publication from charitable institutions.

Supermarkets participating in the plan will pay \$20 per thousand copies for the publication, but according to Arnold, will be rebated up to \$17.50 per thousand for proof of advertising and promotional efforts on their own part to call attention to the media.

Says Arnold, "Participating supermarkets will have an added incentive to offer their own clientele at little cost to themselves. Moreover, they will be spared the need for clerical work and bookkeeping now required for coupon handling.

Wonder what would happen if a book of coupons such as this were distributed free of charge through the

mails? •

A GOOD LETTER

We like this letter from Grit Publishing Co. of Williamsport, Pa. All Grit letters are good but this one is important because of its crack at the "numbers game" now being played by too many of the national mag-

GIRTH OR GRIT

If we had a mind to, and went all out with a cut-rate subscription drive and heavy sales pressure, we don't doubt for a moment that we could successfully quality for membership in the Numbers Racc. Trouble is we'd have to change our name from GRIT to GIRTH . . . and this we'd never do.

Perhaps we're old-fashioned up here in rernaps were old-tashloned up here in Williamsport, but nearly 79 years in the business of publishing GRIT have given us a few quaint notions. One of these, for example, is that circulation, whatever its quantity, can only be genuine to be effec-tual. Another is that proved readership is infinitely more valuable to advertisers than infinitely more valuable to advertisers than any number of presumed readers. If any publication's success rested upon

circulation instead of readers, editors would quickly be replaced by circulation man-agers. The assassination of the publishing

industry would soon follow.

GRIT, we'll have you know, is bought and subscribed to by readers. Every week of the year, over 850,000 families in some 16,000 small towns from coast to coast buy

Sales-Centered DIRECT MAII PROGRAMS designed, written, produced and mailed.



Serving Southern California Business firms since 1924

2617 South Broadway, Los Angeles 7 Richmond 9-9266

it, read it, like it and react to it.

No arms are twisted and no bribes are given to anyone to read GRIT. It's bought to be read and not on impulse. As evidence of this, we need only underscore the fact that 88% of GRIT circulation consists of single-copy sales. Week after week, in other words, GRIT readers confirm their desire for and interest in GRIT.

Readership alone would warrant your use of GRIT. Now add to this the fact that

GRIT picks up where the mass media leave off and you harness the full impact of Balanced National Coverage.

Sincerely yours (Signed) Gilbert E. Whiteley Advertising Director

WORTH THINKING ABOUT

Here is another short editorial by one of our favorite house magazine editors, General Horton Bath. This one appeared in The Little Gazette, monthly house magazine of Judd & Detweiler, Inc., Washington 2, D. C.

A century ago, when Thoreau was being roundly criticized for daring to be different, he observed: "You would think there was a tax on thinking and originality." You might think so, even today. The pressures toward conformity of thought and behavior seem to be even stronger than in Thoreau's time. We take our opinions and conduct cues from columnists, commentators, advertisers, fashion experts, and government spokesmen. When we have an impulse to think or act differently from our neighbors, most of us hasten to get over it before it embarrasses us.

Why should we? If God didn't make two fingerprints alike, it is scarcely likely that he intended all *people* to be—or think— alike. If you are worried at times because you seem different from other persons, wake up! You are not supposed to be like them. Make the most of your exciting op-portunity to be yourself. Discover what a relief it is not to pretend. •

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Wonder what would happen if a book of coupons such as this were distributed free of charge through the mails? •

GENERAL ELECTRIC'S 500,000 FEET

"What do you pay for when you buy a lamp?"

General Electric's Large Lamp Department answers this question for its commercial and industrial customers and prospects during its current direct mail campaign.

Each prospect received a box containing a candle in the form of a miniature wax foot.



"When you buy a lamp," the accompanying message explained, "you're paying for footcandles—units of light mased on the old-fashioned 'standard' candle. This 'foot' candle



because.

Heco envelopes have an exclusive window gumming process that just won't let enclosures catch. Our envelopes are made for fast machine inserting.

HECOENVELOPE CO.

4500 CORTLAND ST. CHICAGO CAPITOL 7-2400

Now Available

18 case histories of outstanding direct mail campaigns, each one a DMAA Award Winner.
Part of this series —
Adventures in Selling —
is given to each DMAA member as an association service.
Now non-members may purchase individual case history portfolios at only \$1.00 each.

All types of problems are covered in all categories industrial, mail order, low budget, retail. Send today for free AdvSell list.

The Reporter of

Direct Mail

Advertising

224 Seventh Street, Garden City, L. I., N. Y. will give you an idea of what we mean."

General Electric is distributing more than half a million of these candles to dramatize the introduction of its new F-40 fluorescent lamp, which gives users 7 per cent more light at no extra cost.

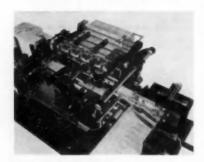
By employing the improved 40watt fluorescent lamps, G.E. reported, existing light levels can be increased "without spending a single extra penny for lamps, fixtures or electricty." Or, in new installations, users can obtain desired lighting levels with fewer lamps and fixtures.

The "foot" candle promotion is being supplemented with an extensive advertising program in business and trade magazines. •

NEW HEAD AFFIXES MULTI-WIDTH LABELS

A new labeling head which applies labels to printed pieces from multiple-width label forms prepared on computer equipment has been announced by Cheshire, Inc., 1644 N. Honore Street, Chicago. The head can be supplied with any standard Cheshire Labeling Machine.

The new head is specially designed



to handle labels printed in sequence from left to right on 3, 4 and 5 label wide forms. These wide forms can be printed directly by computers such as the IBM 1400 series which are fed from data on magnetic tapes. This direct "print out" by the computer onto multiple-width label forms reduces printing time as much as 80% over conventional one-wide tape strip preparation.

The wide forms are fed by tractors to a guillotine cutter on the labeling machine which shears off the strip of 3, 4 or 5 labels. This strip of labels is then picked up on a wheel and cut into individual labels as the wheel revolves. The individual labels are then picked up by a vacuum wheel, carried past a glue-applying roller, and then applied to the printed material. Up to 18,000 labels can be applied per hour. •

MAIL ORDER TRENDS-JANUARY-SEPTEMBER, 1961

Lewis Kleid (Lewis Kleid Inc., 25 West 45th Street, New York 36, N. Y.) periodically checks prominent mail order operators to determine just how well selling by mail is faring across the country, both in the consumer field and in the business and financial field. His data for the first nine months of this year, printed below, indicates that mail order is doing well in some areas, not well in others.

You may or may not agree, but there is a widely held theory among some mail order operators that the comparative prosperity or misfortunes of mail order selling is a barometer of things to come in the marketplace in general. Say these theorists, mail order volume will increase or decrease about six months prior to the same general trend in overall sales throughout the country.

If you subscribe to this theory, you may find these satistics valuable in formulating your plans for the coming year.

 If 100 represents "Break-even," check the box which most nearly represents results for the first 9 months of 1961.

y months of 1701.	Consumers	Business & Financial
Over 100 (Profitable)	53.7%	65.6%
Approx. 100 (Break-even)	38.9	21.9
Under 100 (Poor)	7.4	12.5

2. If 100 represents sales for the first 9 months of 1960, how would you rate 1961?

Over 100 40.7	35.5
Approx. 100 37.	25.8
Approx. 75 20.3	32.2
50 or under 2.	6.5

3. If you used space advertising during 1961, did it cost you more or less per order than direct mail?

Did not use space advertising	28.6	40.
Cost about same		30.
Space more expensive	18.4	13.3
Direct mail more expensive	14.3	16.7

A GOOD LETTER

We like this letter from Grit Publishing Co. of Williamsport, Pa. All Grit letters are good but this one is important because of its crack at the "numbers game" now being played by too many of the national magazines.

GIRTH OR GRIT

If we had a mind to, and went all out with a cut-rate subscription drive and heavy sales pressure, we don't doubt for a moment that we could successfully qualify for membership in the Numbers Race. Trouble is we'd have to change our name from GRIT to GIRTH . . . and this we'd never do.

Perhaps we're old-fashioned up here in Williamsport, but nearly 79 years in the business of publishing GRIT have given us a few quaint notions. One of these, for example, is that circulation, whatever its quantity, can only be genuine to be effectual. Another is that proved readership is infinitely more valuable to advertisers than

any number of presumed readers.

If any publication's success rested upon circulation instead of readers, editors would quickly be replaced by circulation managers. The assassination of the publishing industry would soon follow.

GRIT, we'll have you know, is bought and subscribed to by readers. Every week of the year, over 850,000 families in some 16,000 small towns from coast to coast buy it, read it, like it and react to it.

No arms are twisted and no bribes are given to anyone to read GRIT. It's bought to be read and not on impulse. As evidence of this, we need only underscore the fact that 88% of GRIT circulation consists of single-copy sales. Week after week, in other words, GRIT readers confirm their desire for and interest in GRIT.

Readership alone would warrant your use of GRIT. Now add to this the fact that GRIT picks up where the mass media leave off and you harness the full impact of Balanced National Coverage.

Sincerely yours
(Signed) Gilbert E. Whiteley
Advertising Director



Postal Roundup

Our postal roundup can be very brief for the next few months since not much of importance* will happen until Congress resumes its deliberations in January of 1962.

As you all know by now from newspaper articles and association bulletins, the proposed bill to increase postage rates bogged down in the final days of Congress. The House Post Office Committee had finally approved a bill which would have been acceptable to many people in the direct mail field. The bill provided that 71/2% of total cost would be repaid to the Post Office by the Treasury from general taxation for the public service functions of the Post Office. The bill raised first-class and airmail by 1¢. Second class rates were raised slightly. Third-class bulk minimum was retained at 21/2¢. But we think single piece rate for regular thirdclass is just about pricing that kind of material out of the mail. We also think it is silly to keep on raising the poor old postal card up and up and up.

The postal rate increase bill failed to pass this last Congress because the Rules Committee sent it to the House under a "no amendment allowed" provision. The House voted against that closed rule. So the same bill will come before the next session of Congress in 1962 with a wide open provision allowing for all sorts of amendments and arguments. The enemies of direct mail will most likely try to get third-class rates raised still higher. You can all take a breather for the next couple months . . . and then get ready for another fight.

During the last round of arguments in Washington...you heard many mentions that the government needed the revenue from increased postage rates in order to meet the challenge of greater expenditures for defense, etc. Those arguments are unsound. Congressmen and administrators should remember that the United States postal service works within the framework of the Universal Postal Union . . an organization of all the countries of the world. One of the basic

principles of the UPU, and largely responsible for its founding, is that postage rates should be as low as possible and the service should be a truly public service in the literal sense; and that rates should never be set as a source of taxation or revenue. . . 46

See 123.53 of the Postal Manual for a new regulation concerning correction of mailing lists by local post offices. If you want to arrange your list in the sequence of carrier route delivery, have non-existing addresses removed and have the mistaken ones corrected, the post office will do this work for you, charging 5¢ for only those addresses corrected. This is quite a concession, for previously the POD charged 5¢ for every name on the mailing list when they were correcting those lists. However, postal clerks will not be allowed to add new addresses. But you will be able to obtain from the post office, the total number of names on the carrier route. The gap between your list and the carrier count will show you how many names were missing.

The Postmaster General has just submitted to the Interstate Commerce Commission, proposed increases of about 6% in parcel post rates and a 13.8% increase in catalog rates. Included in the proposal were revisions in the size and weight limits of parcels. Postal laws require consent of the ICC before parcel post rates can be increased. The law states that the difference between revenue and expenses in parcel post operation must not exceed 4%. PMG Day reported an annual deficiency of \$89 million. William Henderson, Executive Vice President of the Parcel Post Association said that the proposed increases demonstrate thoughtful reflection on the part of the PMG. He could make no further comment until association specialists have an opportunity to study the proposed increases in more detail. Under the proposed rate revision, no parcel mailed within an 1800 mile radius - through the seventh zone-would be increased more than 6¢. Beyond this point - eighth zone—the largest increase would be 9é. •

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want Write me about your plans or problems

All details handled by mail

ORVILLE E. REED HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

MULTIGRAPHING

by Triplehead at CA gives you 2or letterhead, 2-color body copy plus signature in another color all for the price of printed letterheads alone. For beautiful, quality samples and low cost, write or call:

CIRCULATION ASSOCIATES 226 W. 56th ST., N. Y. C. JU 6-3530

DISPOSAL OF SURPLUS -

OFFICE EQUIPMENT

CUMM:NS BUS!NESS MACHINES

Model No. 272 — ENDURSER Scrial No. 2580 — In Good Condit SPECIAL PRICE **\$295**.

PITNEY BOWES INC.

Tickometr (counting and imprinting machine)
Serial No. 8299 — Model TiC-3 in Good Condition
SPECIAL PRICE \$405.
Torms — Net Cash
FOB—Atlantic City, New Jorsey
Subject to Prier Sale

CONTACT: Mr. Eugene Brog SPENCER GIFTS, 1601 Albany Avenue Atlantic City, New Jersey Phone: Atlantic City 345-3141

COMMUNICATE OR DIE

That's what direct mail is all about. The expert judo artist or pretzel bender gains nothing if the good news is wasted on the

Direct Mail Briefs from Bringe talks about how to make your words make men move. Its personal opinion, capsule case histories and advice, criticism and comment may give you a useful idea now and then. It's free and when you request it you won't be opening the door to sales pressure. Write today.

Paul J. Bringe, Inc. P. O. Box 139 Hartford, Wisconsin



COPYWRITER AVAILABLE

COPYWRITER AVAILABLE
Mail-Order — Direct Mail
Sold 3-maps-for-\$1 by radio: ellent made \$25,009
set first year. Brought in Kiplinger orders for
\$2.25. Ad for Funk & Wagnalis' Americans book
still makes money after \$4 yrs. Ziff-Davis still uses
sub. letter 5 yrs. old: \$5%-7% return. Others: Randowned. Simon & Schuster, Col. Roc. Club,
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*This column was written before the announcement of proposed parcel post rate increases.



Upgrading Letter Copy

by Paul Bringe

THE CINCINNATI TIME RECORDER letter was mailed from a branch office and apparently written by the branch manager. At least it has the earmarks of a letter written by a man who is interested in the equipment he is selling, who is interested in keeping his repairmen busy, but who is not adept at presenting in a letter the story of his product as his customer sees it.

Give him credit for trying, and wonder why a well known and respected firm does not supply its branch offices with carefully planned mail. Dropping the mail promotion and lead getting chore into a branch manager's lap is a denial of home office responsibility. It is expensive and cannot be nearly as effective as a centrally controlled mailing program.

This branch manager's problem is to get leads for his salesmen and work for his repairmen on a product that excites very few businessmen. No one concerns himself with a time clock until it causes trouble—then service is demanded in a hurry. So the real problem here is to get into the plant to see what kind of equipment is in use and check its condition. Only then can real selling begin.

The Cincinnati letter talks generalities without ever bringing the reader into the picture, until it asks, "if you will indicate your interest." This is surely an oblique means of asking for a reply—sounds almost as though the writer was trying to slip that in without the reader noticing it.

The letter tries to talk with two different kinds of prospects at the same time. The first two paragraphs speak to the man who does not have a time clock. The third paragraph speaks to the man who has a time clock which (we hope) is giving him trouble. This cannot be effective mail. We must assume, and our list must be tailored accordingly, that all of our readers are users or non-users. It is impossible to successfully sell,

in the same promotion, the idea of owning a product where none is owned now and the idea of switching to our product.

The letter devotes a lot of talk to telling the reader about the fine service organization, the complete supplies in stock and the reliability of the product. This would be quite correct if the letter was from an unknown firm trying to establish itself in the field. But it is unnecessary for a firm with the fine reputation this one has. It could even be harmful, for it suggests the need to establish such capability. Assuming the reader is aware of Cincinnati Time Recorder quality is much the safer course.

The letter's major fault is that it does not bring the reader and his problems into the picture. Probably no one ever wants to buy a time clock. But a businessman does want an accurate, reliable and trouble-free method of keeping time records. We may reach him by suggesting his



(lest lemn:

Speaking of payroll protection and payroll audit, it is a well-known fact that everybody keeps time on his employees, one way or the other. Some attempt it with a pencil. WHAT TIME IS IT BY A PENCIL?

The only reliable time records are those obtained from a time recorder. Pencil records can be made before and after an employee has come or gome. They can be changed at will. What is the eraser at the end of a pencil for, amphow?

There are many old, obsolete or orphaned time clocks in use, which have become unreliable, due to inherent weaknesses, lack of sechandical attention or both. Unlike other equipment, covered by maintenance agreements, time recorders pulsate with mechanical life every sinute of the day and night. They require preventive maintenance. Time recorders, which do not function 100% correctly, quickly loss the respect of your employees for the payroll system they represent and thus pose a serious problem.

We operate a fully equipped Factory Branch at Milwaukee, staffed with seasoned sales representatives and top-grade, factory-trained service engineers. We carry an ample stock of time recorders, time cards, card racks and ink ribbons, and can render timely and efficient service at all times.

Let us quote you on replacing or thoroughly reconditioning your present equipment. We will be happy to give you all the facts on our all-electric, fully automatic recorders with electric-trigger-action produced registrations, if you will, without obligation, indicate your interest.

We have been in business 63 years. Our recorders are years should of their time, because we are progressive and have the engineering and manufacturing "mane-how" to produce the best and most advanced payroll and job time recording equipment obtainable today.

Wisconsin District Manager

If your time clock

is just a "little bit" wrong

it's all wrong.

With every tick of the clock in your plant you are committed to pay for time you have purchased. With every tick of that clock your employee sells his time to you.

A clock that isn't right could cost you more in a week than it's worth, or cost you the confidence of your employees, which could be a lot more expensive. Yet, if you are like most of us, you pay no attention to your time clock until its accuracy is challenged. And then the damage has been done.

How long has it been since anyone checked your clocks? If you don't remember, then it's been far too long and chances are a thorough check right now could save you money.

It won't cost you a penny to make sure. One of our engineers will be glad to check all the clocks in your plant and give you an honest report. If they are in good condition he will tell you so. If they need attention you will have a detailed quotation listing exact cost. In either case it costs you nothing to know if your clocks are accurate.

One minute off on your clocks could mean many dollars off the profit side of your books. You can eliminate that risk by returning the enclosed card today.

There is no obligation whatever, of course, and you'll have the assurance that the electric scorekeeper in your plant is not playing favorites.

Sincerely

COL/dge

clocks need attention — and that is what the rewrite tries to do. It follows one of the tested and retested letter formulas. Suggest a problem your reader might not be aware of, suggest a solution and make it easy for him to act by offering preliminary service at no charge.

Actually one letter cannot possibly do the long range job required here. A month after month reminder program to catch the reader when he is having trouble with his time clocks could be successful. And with the theme of time the variations that might be rung on such a program are endless.

TEST YOUR DIRECT MAIL KNOW-HOW

Want to have some fun? Solve the case problem which follows this explanatory note. The same problem was handed to the 39 "students" who signed up for DMAA's first Basic Training Course, held last September 21-22 at the new Summit Hotel in New York City under tutelage of Sam Wasserman of James Grav and a host of "professors", all pros in the field.

Just to make it more interesting, we'll award \$25.00 for the best answer in the opinion of the editors. This will really be a test of your wide knowledge of how direct mail can solve tough problems.

The Smith Department Store, in Buffalo, New York, has acquired \$200,000.00 worth (full retail value) of "cocktail" aprons as a manufacturer's closeout. This is a far greater amount than can be handled through normal store operations, but management feels it can use direct mail to move the product. Aprons are available in a variety of styles and colors—all suitable for "party" occasions. The cost to Smith Company was 30¢ each. General retail value is \$1.00 each,

You have been called in at this point as a consultant to develop an effective direct mail program. You will present a memo to the Smith management containing all your recommendations and, if your recommendations include the use of sales letters, you will submit your copy for one letter only. Your recommendations should cover a total mail marketing plan in outline, basic offers, pricing details, details of format and production, copy appeals, quantities, dates, mail production and postal data . . . all data, briefly, that will indicate the what and how of an effective program. Your questions should be incorporated, even when you are not certain of acceptable

Your solutions should be postmarked no later than December 15, 1961. Mail them to "Contest," The Reporter of Direct Mail, 224 Seventh Street, Garden City, L. I., N. Y. •

THINK Ansa-letter



When you plan your next direct mail program, think Ansa-Letter.

use Ansa-letter



for Lower in-the-mail cost More returns per mailing Lowest cost per return, order, lead, inquiry, subscription, renewal, contribution . . . be sure to use Ansa-Letter.

SPECIFY Ansa-letter



If your orders are placed through your purchasing or production department, specify Ansa-Letter. You'll save money, you'll save time, you'll save headaches when you specify Ansa-Letter.

REMEMBER Ansa-letter



Remember, Ansa-Letter offers the complete package: printed letter (multiple choice of formats and size), answer form (card, BRE, punch card, etc.), and outside envelope . . . copy and art services by creative copywriters and able artists . . . prospect list recommendations . . . premium selection . . . addressing . . . full mailing services . . . post-mailing analysis! You'll get Many Happy Returns when you remember Ansa-Letter.

WRITE Ansa-letter



Now, when you start planning your next promotion is the time to call in your experienced, helpful Ansa-Man. Do it today! You'll be glad you did.

SOON...MORE Regional Offices to serve you still better!

ansa-letter/

completes the circle . from you to prospect and back to you!

200 HUDSON STREET, NEW YORK 13, N.Y., WOrth 6-4500

NEW ENGLAND REGIONAL OFFICE — WEST HARTFORD, CONN. — PHONE AD 2-7228 SOUTH-WEST REGIONAL OFFICE — OKLAHOMA CITY, OKLA. — PHONE WI 2-4830



Reed-able Copy

a monthly clinic conducted by Orville Reed

THE DAY ROGER MARIS hit his 61st home run into the right field stands at Boston, the news was naturally filled with description of the feat.

Follow up stories dealt not only with the swat, but the swag—"Worth \$500,000 in advertising endorsements."

The next evening Roger was shown fondling a well-known filterless cigarette. He remained mum, but gazed lovingly at the little tube of nicotine while the mellifluous tones of the announcer told how he liked the taste.

You'll see many more such endorsements, or testimonials, or whatever you want to call them, as time goes on. They will probably run the gamut from cake mixes to Caribbean cruises. No doubt many of the products will be ones with which Mr. Maris has had little or no personal contact or experience.

Testimonials Worth Their Salt?

While all this was happening on the national scene, a letter came from one of my clients commenting on a direct mail package I had just written for him.

In the folder prepared for this client I had included several testimonials from users of the product. His letter asked me to substitute for these testimonials a list of companies who had bought the product.

Here I quote the client: "Recent results show that the use of testimonials does not increase our returns. Whereas a list of users has proven very successful."

What with the wide-spread publicity about the use of testimonials by national figures such as Maris, is the reading public beginning to look upon testimonials and endorsements as phony?

From a purely logical point of view, what a user has to say about a product should be more important in swaying a prospect than any bragging the maker might do. However, this logic breaks down if the reader's faith in testimonials has been shaken. And certainly the Marises, the movie stars, the flagpole sitters (whatever happened to them?) et al, endorsing and giving testimony about the ex-

cellence of products, might just be taking the wind out of the testimonial

While I know of no definite tests to prove the effectiveness of the testimonial as a selling tool, I still use it for my clients when good testimonials are available.

What's a Good Testimonial?

"Good" testimonials, to my way of thinking, are *not* those which say, "I like your product." Or, "I think your service is wonderful."

The good testimonial is the one which has a built-in benefit in which the words of a user back up the claims made in the copy.

When a letter or a folder talks about ruggedness, or long life, it still seems to make sense to offer as proof the words of a buyer. Such as, "We have run your machine 12 hours a day for a period of 3 years without a breakdown."

When the copy talks about savings or economy, its point certainly is strengthened by the words of a buyer who says, "We have kept careful records and know for a fact that your franistens have increased our production 20.3% over the last 6 months."

I'm a firm believer that every statement made in direct mail should be backed up by proof, where possible.

backed up by proof, where possible. How do you feel about testimonials? Have you run any tests to prove or disprove their effectiveness?

Are you impressed or sold by the testimony of a user of a product in which you are interested?

Or do you feel that the Marises, the movie stars, and endorsers-for-afee have watered down their effectiveness?

I'm speaking of the quoted testimonial or endorsement. Of course, a list of users is, in essence, proof that a product does the job. But, to your way of thinking, is a list of users as effective as a user's testimony as to the excellence of a product or

You Haven't Convinced Me!

Most businesses are built on customer satisfaction.

A good salesman will always give a good customer the "breaks" in price or delivery.

But that way of doing business seems not to extend to selling of some magazine subscriptions.

Got a special offer in my mail the other day from a magazine to which I have subscribed for at least 10 years. Offered a saving of 50% of the regular subscription price.

Along with it came a printed slip, a part of which I quote:

If you are already a subscriber please forgive this intrusion. The introductory offer enclosed is for new readers who may not be sufficiently familiar with our magazine to justify purchasing a subscription at the regular price. Its purpose is to acquaint them with it so they may find out at the risk of a small investment whether or not it is a magazine that meets their needs and requirements. It cannot be used to extend or renew subscriptions.

used to extend or renew subscriptions.

Introduc'ory offers play an important part in helping us bring you a better and more useful magazine. The increased circulation gained in this way has attracted more advertisers, and the additional revenue has made it possible to add many new departments without raising subscription prices.

There's more, but this makes the

In other words, I'm being told "We've got you. So why waste our money keeping you sold. We'll use the extra money you're paying for your subscription to get some new people on the bandwagon. And as soon as we've got them they'll be asked to pay the long and dirty price."

The payoff is on the order card, which states: "SPECIAL OFFER FOR FORMER SUBSCRIBERS ONLY." They certainly need no 50% reduction to get acquainted with the magazine.

There must be some other subscribers who feel as I do, and are now in the "former subscribers" file.

Got an idea. The next time my subscription expires I'll let it go until I get one of these "50% off" offers. Then I'll re-subscribe at half the cost.

A pitch like this makes me feel I've been "taken."

Basic Direct Mail Piece

Every well run organization should have a basic booklet for general use by the sales and advertising department, Few do.

Such a basic booklet should be partly institutional, partly informational, and partly a selling piece.

The elements of such a piece are (1) background on the company (something about company policy, desire to serve, how long in business, ets.); (2) information about personnel, pictures and thumbnail sketches of the president, general manager, sales manager, advertising manager—anyone who has contact with a company's customers and prospects; (3) brief descriptions and illustrations of products or services offered; (4) a portion devoted to what satisfied customers say about the product or the service; (5) general information about the use of the product or service.

It is invaluable in answering inquiries, for sending with quotations, and in general promotion.

Attractively produced it gives a prospect the complete story of the product and what's behind it. Tells prospects about the people he does business with when he places an order. Repeats the benefits he can expect to get from the product or service.

A printed piece of this nature also cuts down on correspondence time. Where now an answer to an inquiry must necessarily include a paragraph or two of information the prospect wants to know about the company and personnel before he buys—that is all included in the booklet.

It's a sales builder, a goodwill builder—presents in compact form much of the information a prospect wants to know about a prospective supplier.

Say What You Mean

Stopping at a wayside service station in Georgia, the lady motorist inquired: "Do you have a rest room?"

"Nope," returned the attendant.
"When any of us gets tired, we just sits on one of them oil drums."



GE USES HUMOR IN SELF MAILERS

A series of ten mailers featuring cartoons by Virgil Partch (VIP) are being used by the General Electric Company to help sell genuine G. E. renewal parts for major appliances.

The mailers are part of a merchandising campaign now underway at General Electric's Parts Distribution Center, New Concord, Ohio. Purpose of the campaign is to help sell appliance servicemen the idea of using genuine G. E. parts to service G. E. appliances. Each mailer carries a full cartoon along with a sales message. They are being mailed directly from New Concord to appliance servicemen. However, an imprinted reply cardincluded in the mailer, carries the name of the closest distributor through whom parts may be ordered.

The first three mailers tell dealers about (1) the one-year warranty on renewal parts, (2) the inherent benefits of using genuine G. E. parts, and (3) the fast delivery of parts. •



A machine that labels up to 16,000 printed pieces per hour?

...and handles a wide range of sizes and thicknesses too?
Yes, the Cheshire Model E! This remarkable machine automatically applies labels to all types of printed pieces at cost-cutting high speeds. Requires only simple adjustments to handle smaller postcards and envelopes ... middle-sized pamphlets and brochures ... or larger magazines, catalogs and quarterfold tabloids. Applies wide-strip, narrow-strip, continuous pack form, cut or individual labels. Easy to operate, tool

The Cheshire Model E.



Write for descriptive brochure.



Dept. RDM-11, 1644 N. Honore Street, Chicago 22, Illinois



The Company Editor

a column on house publications by James McAdam

Several months ago, I read two fascinating publications. One was called the "Opus" and is written by Doctor Hummel Fishburn of Pennsylvania State University. It was mimeographed on both sides of its pages and the pages stapled together. Obviously, Doctor Fishburn was making no attempt to entice readership through artful production. Nor did his copy ring of literary pretensions. In simple, undertone language, he merely recited the doings of the various members of past graduating elasses.

The other publication was the "Moonshiner," official organ of Camp Pok-O-Moonshine, a fine boys' camp in Willsboro, New York. The copy merely reci'ed the doings of the 90 boys enjoying the camp. It was no great example of the art (?) of publication and, obviously, wasn't even trying to be.

Yet I read the "Opus" and the "Moonshiner," line for line, with intense interest. Why? Well, there's a joker involved. Doctor Fishburn is head of the Music Department at Penn State. I spent many an hour in this fine gentleman's classes some years back. And I never cease to be interested in the class of 1942 and "Hum's" description of what's going on at the school he now guides.

The key to my intense interest in the "Moonshiner" lies in some baseball statistics. The copy stated that the slugger in a recent camp baseball game was one William Coulter McAdam: five times at bat, four hits, one base on balls. (Just had to get those statistics in.)

Well, what's this all about? Just this: The basic ingredient required to produce readership is subject matter. It must, to the greatest degree possible, satisfy the interests of the reader. Sure, I know this principle is self-evident. But if you examined as many company publications each month as I do, you'd find this "self-evident" principle isn't as evident as often as you think. So no matter how often this principle has been stated, it needs to be repeated time and time again. And each of us needs to remember it every time we sit down to prepare an issue. For it happens

to be a principle far easier to understand than to practice.

Imaginative Imagery

But let's face it. There are limits to how closely we can orient our subject material to the interests of the reader simply because the impetus for our publications stems from our interests. We have something to sell, be it a product or point of view. And the thing we have to sell just can't have the natural appeal to a reader that a report on his fair-haired son has. So while Doctor Fishburn can accomplish his purpose by a simple recitation, we cannot. Our subject material, even if it is oriented to the interests of the reader as much as possible, needs something more. Our copy must "titilate," if you please.

Here are two examples of what I mean. They are quotes from correspondence I've had with Leo P. Bott Jr. as a result of some things I had to say in this column about "Bott-Shots," the external he writes to pro-mote his agency in Chicago. What Leo says has been said before, many times. But you will remember it this time, for he says it in an unforgettable manner. He has lifted these thoughts out of the ordinary, given life to them by amusing word imagery: "Sometimes the most beautiful gown on a woman hides falsies or an ugly figure." "Like other average people, I am frequently annoyed even irritated by some of the boring house magazines and other advertising material that talk endlessly about themselves-i.e., the 'we' attitude. There is just too much 'we-we' in sales letters and other advertising literature."

That "we-we" bit is priceless. It's the kind of copy that will be quoted all over the lot.

Moran and Brennan

The aforementioned men sound like a vaudeville team. They're not, but they do have a way with an audience. Joe Moran and Bob Brennan happen to be editor and assistant editor of American Airlines' fine external, "Flagship News." And even though we've already devoted two columns to this publication, I believe this remaining portion of my interview with them contains good grist for the mill. So let's grind away.

The first question I asked Joe Moran was: How do you get such a variety of subject material into "Flag-ship News"? Most editors have trouble getting as much varied material as they need. "The material comes from numerous sources. We have 200 field correspondents, employees in the various departments at all our stations. They supply feature material that covers such subjects as station records, boarding passengers, safety, marriages, weddings and parties. Our Public Relations Department gives us all the General Office releases. Bob and I develop pieces on the various departments. Other pieces come from our Public Relations field men around the country. Then, too, we're fortunate in having material come from our Director of Interline Sales and the Information Services Division Editor at our Tulsa Oklahoma Maintenance who covers this important installation thoroughly. We get our industry news from the Civil Aeronautics Board developments reported by our public relations people. And we get our personnel changes from company bulletins. So you see, we have a lot of people working at the problem of gathering material."

The More the Merrier

Well, that leads to this question, Joe: How much extra material does an editor need in order to pick and choose for each issue? "In our case. we try to get one-third more material than we need." You're lucky, of course, in getting all this help. Does this mean you have little re-writing to do? "On the contrary, practically everything we get in is heavily edited. This is no reflection on the people who send in the material. They're good writers, particularly our public relations people. But we have to shape the material in terms of our employees because our correspondents aren't writing from this angle. Then, too, we have to give an over-all editorial flavor to the paper."

You mentioned 200 employee correspondents. Most editors have a tough time getting material from this source as a consistent basis. Apparently, you don't have this problem. What's your magic formula? "There is no magic formula, as far as I know. We do the usual things. Each correspondent is given a press card and a certificate attesting to the fact that he is a correspondent. Each also gets a handbook in which he will find helpful hints on how to get a story down on paper in good shape. Maybe our Bulletin to correspondents may be a bit unusual, although I doubt it." What's in this bulletin? "It contains analysis of stories and pictures that were exceptionally good. And it also con'ains comments on stories that weren't so good and, therefore, weren't used. But this is not enough to keep correspondents happy."

Well, what does it take for an editor to keep correspondents happy? "In my estimation, you lose correspondents or they fail to produce for you in direct proportion to the amount of their material you use. If you don't use their material, they'll soon lose interest." Don't tell me, Joe, that you use everything, good or bad, that is sent to you? course not. We concentrate on helping the correspondents prepare the right kind of material, so that we can use it and he gets the satisfaction of seeing it in print. The bulletin we send to the correspondents helps to do this. But the only sure way to keep correspondents happy is to get out into the field and rub elbows with them."

How often do you get out into the field? "Frankly, not as often as I want to. But since we publish every week, either Bob or I get out to the stations for two or three days every other week?" What do you do on these field trips? "Well, naturally, we keep our ears open for stories. But more importantly, we spend time with the correspondents. We talk to them, explain our objectives, give them tips on how to recognize a story and make them feel they are really part of the team."

Joe, I studied about 30 issues of Flagship News" as carefully as I could. There is a rather consistent balance in the variety of stories in the issues. Do you have a formula to get this balance? "I don't ever recall working out any formula. I don't have any figures in my head or rulers in my hand when the paper is put together. It's more like a 'feeling' that comes after a few

years on the job. I do, however, keep the necessity for balance in the back of my mind when makeup time comes, and I do try to get this balance on a page-by-page basis."

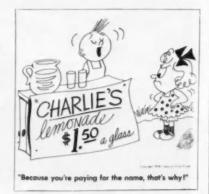
"Rewrite" Is the Word

There is a refreshing "light touch" to your copy. How does this come about? "I think an industry publication can get terribly dull, and many of them are allowed to do just that. I think we as editors can do our job more effectively if we eschew long, labored, lackluster sentence construction and uninspired art. The 'light touch', where possible, makes for a brighter, more readable paper."

That's great, Joe. But how does an editor go about creating the "light touch?" "The answer lies in your question, Jim. The 'light touch' has to be created. You have to work at it. We write and rewrite heavily. Fortunately, Bob Brennan brought a like attitude wth him when he joined

Hands Off

You seem to enjoy your job, Joe. And this is probably the main reason why you turn out such a breezy paper. What is the main reason for your enthusiasm? "The key element in any success or enjoyment I've had in editing this paper is the editorial freedom we enjoy. From President C. R. Smith down through Vice President, Public Relations, Willis Player and Mr. Howe, the policy is one of noninterference. Of course, we respect this confidence. Nevertheless, make mistakes and hear about them when we do. But we do have a great deal of editorial freedom. In Mr. Player's words, 'The company hires processional performance from them.' This attitude is most complimentary, of course, but the big advantage in such a policy lies in the fact that it presents us with a 14-carat challenge. And who doesn't like a challenge?" No one, Joe, except the editor incapable of meeting one. •





MAILERS EQUIPMENT CO. Dept. D, 40 W. 15th St., New York 11, N. Y.

EMBOSSING

Plastic credit and identification cards (plus mailing them) is one of CA's many production services. For a free folder describing CA's card embossing efficiency, accuracy, speed and economy, write or call:

> CIRCULATION ASSOCIATES 226 W. 56th ST., N. Y. C. JU 6-3530

BIG RUN Speedily, colorfully CATALOG PROBLEM?

and economically. Our roll-fed printing and unique paper facilities, plus round-theclock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager. CHickering 4-1000

Carey can solve it-

CAREY

CAREY PRESS

406 W. 31 St., N.Y. 1

in our Film Lettering Library Order by name from 50¢

specimen book sent on receipt of 25c. Mailings thruout USA FLEXO-LETTERING CO., INC. 305 E. 46 St. • N. Y. 17 • PL 3-4943

SPECIALIZED MAILING LISTS

u can have custom-made lists compiled to ur business requirements at prices you'd pay regular stock lists. Tell us about the mar-tyou want to pin-point. Free list consulation

KADLECK BUSINESS SERVICE

4031 DM Clayton Ave., St. Louis 10, Missouri

If you MAIL to EUROPE

Consider the economy of having your printing and mailing done on the Con-tinent. Newsweek, Reader's Digest and the New York Times have discovered the advantage. Write for informationno obligation.

DeMutator N. V. Willemsparkweg 112 Amsterdam. Holland



COPYWRITING STUDIO **Confidential Work**

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee. Persuasive Commun any kind — any m

FIXLER NEW CHAIRMAN OF DMAA BOARD

Bernie Fixler, President of Creative Mailing Service, Freeport, New York, was elected Chairman of the Board of Governors of the DMAA by the Board during its meeting on Octoher 12, held at the Hotel Statler-Hilton. Bernie succeeds Earle A. Buckley of the Buckley Organization, Philadelphia. During this past year, Bernie had served as treasurer of the association.

Other officers elected at this meeting: Vic Baker (Howard Smith Paper Mills) to Vice-Chairman for Canada (second consecutive term at this post); Clifford Schaible (Mead Paper Corporation) to Secretary; Angelo



Baker DeLay Schaible Fixler Venezian Cassidy

Venezian (McGraw-Hill Publishing Company) to Treasurer; and J. W. Cassidy (Doubleday & Company) to Vice-Chairman for the United States.

Prior to the Board meeting, the association - wide business meeting held earlier saw the election of six new members to the Board, They were: Maxwell Ross (Old American Insurance Company); Angelo Venezian (McGraw-Hill); J. W. Cassidy (Doubleday & Company); William McGraw (Lane Publishing Company); Myron Hartenfeld (Advertising Publications, Inc.); and Robert Hutchings (IBM-Electric Typewriter Division). •

DMAA, BUCKLEY CITED BY TREASURY The DMAA, collectively, and Earle

Buckley, singly, were cited by the United States Department of the Treasury for twenty years of outstanding service in helping to promote the sale of Savings Bonds.

Dr. Jarvis Moore, on behalf of Treasury Secretary Dillon, presented the association with a handsome citation "in appreciation of patriotic service to the nation through the United States Saving Bond Program.' President DeLay accepted.

Retiring Chairman of the Board Buckley was similarly honored with a handsome "Minuteman" statuette for his own personal contribution to the effort. Both the DMAA and Earle Buckley have helped the Treasury Department in this effort since the Savings Bond program was first established in 1941. •

Edited by the Staff of DM

230 Park Ave., New York 17 • MU 9-4977 CHAIRMAN OF THE BOARD Bernie Fixler PRESIDENT Robert F. DeLay

1392 ATTEND CONVENTION AT NEW YORK'S STATLER HILTON, MOST GO HOME SATISFIED WITH PROGRAM

Despite an occasional misfire on the speakers' platform, and a few snags in operation, the 44th annual DMAA convention used up its threeday schedule with all too much haste. The 1,392 attendees apparently came to New York to do business as meetings were extremely well attended. Exhibitors, sometimes neglected in the rush by delegates for a little extra-hours diversion, found their aisles jammed with curious direct mail users anxious to learn the newest and latest in paper, equipment, and services.

The Roaring Twenties opener on Tuesday night saw conventioneers unwind from their lengthy trips to the big city to the tune of a brass band, flapper hostesses and an "almost free" refreshment stand.

Departing from the usual Keynote speech, the convention was opened by a "Fanfare" of three guest speakers-William Hesse (Benton & Bowles), Dr. George Katona (Survey Research Center) and Professor William Porter (University of Iowa.) While all three gentlemen presented a variety of stimulating and absorbing ideas on advertising, selling and marketing, some in the audience were disappointed that they hadn't stuck more to direct mail topics. Others felt (as the Program Committee did in select-



John Crichton addresses the convention

ing these men) that a less confined approach to advertising is needed in general sessions. Carl Schreyer fol-lowed with the Bell & Howell story, capped by Time's John Scott in an interesting talk concerning group persuasion in the U.S.A. and Russia.

Dr. Carl C. Byers, presented through General Motors, addressed the opening luncheon gathering. His ideas on "enthusiasm" were well received for a time, but the general reaction of those present indicated that he spoke too long.

Concurrent sessions Wednesday afternoon (and Circles of Information the following day) drew large aggregate turnouts. The seminar-type meeting where delegates can discuss



and argue at close range is perhaps the most popular meeting form at the convention. Only drawback: concurrency means that delegates must choose between two or three equally interesting meetings, all of which might be beneficial to him.

Two panel meetings were very well received by the delegates. On Thursday, John Crichton's (Ad Age) "New Designs for Direct Mail," with seven guest artists criticizing direct mail; and on Friday, "Pete" Hoke's Town Hall, where panel and audience alike explored what's wrong with current advertising now in the mails.

Conventioneers who spent Thursday evening at the Banquet were not disappointed. Alan King delighted the crowd with his familiar suburbia oriented humor, prefaced by an hilarious and very biting commentary on insurance companies. Facing an adult audience, many of them in party spirits, King regaled the crowd without telling an off-color story. Trude Adams charmed the audience



Dorothy Johnson and friend

with standard songs and special material, was brought back twice for more, and finally had to beg off another encore. June Taylor's talented dancers battled the small stage to a draw in three numbers—one win, one loss, one even.

The 1962 Rambler went to Larry Steinberg of Associated Business Publications. He and his wife were both present to accept.

In the Exhibit Hall, exhibitors displayed considerable imagination in their attempts to stop passersby long enough to interest them in their wares. Too many outstanding booths to mention them all, but Nekoosa-Edward's talking basset hound (see picture) was a real people-stopper. As were Ansa-Letter and Monogram Art's shoeshine stands, and Tension's wheel of fortune. •

LEONARD RAYMOND NAMED SEVENTH DMAA LIFE MEMBER

Leonard Raymond of Dickie-Raymond, Boston, Massachusetts, was presented with a Life Membership in the DMAA by President Bob DeLay at the recent convention in New York City. He is only the seventh man to be so honored in the history of the association.

Mr. Raymond had just concluded his scheduled talk, "Direct Mail Has More Than Three Sides," when Bob DeLay made the announcement. Caught by surprise, and apparently deeply moved, Mr. Raymond accepted the honor while assembled members gave him a standing ovation.

A veteran of forty years in direct mail, Mr. Raymond helped found Dickie-Raymond in 1921. Since that time he has served both the DMAA and the MASA in various capacities, and has been the recipient of many



Leonard J. Raymond

awards.

Other life members of the association are Henry Hoke Sr., Edward N. Mayer Jr., Harry Porter, Vic Perry, and Nelson Wentzel. Homer J. Buckley, first president of the association, recently passed away.

CHAMBER OF COMMERCE CHALLENGED

The National Chamber of Commerce, which has actively participated at postal rate hearings during the years, has been challenged by the DMAA to poll its membership to determine the grass-roots sentiment toward proposed postal rate increases. At the last session, the C of C's spokesman, Verne Sullivan, advocated higher rates and described mailers as an "inconsequential" segment of the nation's work force.

Proposed by Bill Holes of Holes-Webway, Minneapolis, and amended by John Yeck, Yeck and Yeck, Dayton, Ohio, the resolution was passed unanimously by voice vote at the annual business meeting.

The resolution reads as follows:

Whereas the U. S. Chamber of Commerce has participated actively on the issues of postal rate readjustment and postal policy, and

BE IT RESOLVED that the Direct Mail Advertising Association urge upon the Chamber the wisdom of meeting with representatives of business mail users and of conducting a full and impartial survey of its local Chambers and individual members for the purpose of determining whether the Postal Policy Act of 1958 should be abandoned in large measure, or whether the action of the House Post Office Committee earmarking 7½% of total postal expenditures for public service costs was wise and in the best interests of the Republic.

Similar, though not identical, resolutions were adopted by the MASA and the ACTMU. •

MANY FACES, MANY TONGUES

Though the majority of convention delegates hailed from the United States and Canada, there was an unusually large number of visitors from Latin America and the Eastern Hemisphere.

Among the visitors from other countries were: Enrique Arroyo, Mexico City, Mexico; Ricardo Castro, also of Mexico City; Jock Folkson, Johannesburg, South Africa; Fernand Hourez, Brussels, Belgium; Ichiro Miyama, Tokyo, Japan; Paulo Arthur Nascimento, Sao Paulo, Brazil; Marinus Spruytenburg, Amsterdam, The Netherlands; Shoji Engetsu, Osaka, Japan; and Daniel J. Verge, Paris, France.

Calendar of Events

NOVEMBER

10 Atlanta, Ga. — Direct Mail Day, Dinkler Plaza Hotel.

APRIL

25-26 San Francisco, Cal.—West Coast Meeting, Fairmount Hotel.

SEPTEMBER

11-14 Chicago, III.—45th Annual Convention, Hotel Sherman.



Classified Advertising

Rates \$2.00 per line \$1.50 Situation/Help Wanted Minimum 4 lines

ADDRESSING ELLIOTT

Addressing Elliott, Addressograph and Speedaumat Plates. Cut, stored and addressed. Plates fully insured. Fast Service. Complete mailing, printing, and bindery service. Est. 1920. DOOLITTLE & Co., 320 N. Dearborn St., Chicago 10, III.

ADDRESSING PLATES

SPEEDAUMAT-Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Ros-kam Co., 1905 West 43rd, Kansas City 3, Kans. TAlbot 2-1881.

Scriptomatic masters composed. Lowest cost; highest quality; 100% accuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Econo Corp., 105 N. Laramie Ave., Chicago 44, III. Columbus 1-5567.

America's largest, most experienced Speedaumat plate embossers give you fast, accurate and economical stencil-cutting service for only \$40.00 per M. Positive prompt delivery on any size list. Circulation Associates, Inc., 226 W. 56th St., N. Y. C. JU 6-3530.

ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON

LYnbrook 9-2705

Scriptomatic Masters prepared - low cost quality work — 100% correct, Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TAlbot 2-1881.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

ANTIQUE TYPE FOR OFFSET

FOTO-FONTS NO. 4 — 16-page, 8x10½ in. book contains 14 full fonts, including Tuscan Ornate, Ombree and Outline, Arboret, Dresden, Crayonette, Jim Crow, Chisel, Rustic, etc. Size range, 18 to 36 pt. Easy to set in precision alignment. Price complete, only \$4.00 postpaid. Many other low-priced fonts and clipart items available. Free literature.

A. A. ARCHBOLD, Publisher Box 332-K Burbank, Calif.

ARTIST - DIRECT MAIL

You know how to say it—he knows to display it. Seasoned pro in visual communications. Consultations with no obligations. Lee Gottlieb, 1279 E. 84th Street, Brooklyn 36, N. Y. RN 3-1767.

COOPERATIVE MAILING SERVICE AVAILABLE!

We pay high rates to mailers accepting inserts reduce mailers' costs thru "piggy-back"

Call LA 4-9116, or write "ad-mail" PUBLISHERS -225 W. 34th St., N. Y. 1

EQUIPMENT FOR SALE

- 3 Addressographs Model 2000E with Feeder Model #192-20
- Addressograph Model 1955B
- 2 Addressographs Manual 2 Automatic Graphotypes
- 100 133 Drawer Addressograph Cabinets with
- Addressograph Automatic Feed & Paper Stripper
- 1 Model 7753 Tape Perforator for Hold Code with Motor AC-1160

MARION STEEL SALES CO. 7001 N. Clark St., Chicago 26, III. Phone: RO 1-0292

Addressograph System-Model 1900 Addresso graph with auto. feeder; Model 6381 keyboard Graphotype; 45,000 "B" record frames and cabinets plus many extras. Good condition. Worth over \$5,000.00—asking only \$2,500.00. BLOCK MARBLE CO., 201 S. 13th St., Phila., Pa.

FOR SALE—Customer list and Scriptomatic 10 S Addresser; electronic selector; Automatic feeder; Copy Hopper; one electric cardwriter; 3 FCT Tub Files; 10 months old; Operates most satisfactorily; Used for 3 mailings; merger necessitates sale; Cast us \$4,882.00. Will accept best offer.

55,000 Customers on Scriptomatic cards who have purchased by Direct Mail in past 12 months, \$1.00 to \$42.87 sports equipment and Hobby items. List cleaned July 15, 1961. Best offer accepted. Box #22, Roanske, Virginia, Phone DI 2-7869.

COMPLETE ELLIOTT SYSTEM

- (2"x41/2" Stencils)
- 2 East West Addressing Machines
- 4 Block Moisteners
- 3 Rem. Rand Electric Stencil Cutters
- Saxmayer Tying Machines 19 Metal Cabinets (300,000 Capacity)

Rev. Harold Poletti, C.P. PASSIONIST MISSIONARIES Union City, New Jersey (UNion 7-6400)

ADDRESSING PROBLEMS? Here's your answer. SCRIPTOMATIC Model 101, used only two years. Priced to sell at \$2500. Cost \$8400. Scriptomatic prints addresses, other data, automatically from punch card masters on booklets, labels, envelopes, billing forms, etc., up to 5000 an hour. Call PErshing 8-2188, or write: C. B. Hayes, P. O. Box 12157, Fort Worth, 16

LIQUIDATION OF PRIVATE MAILING PLANT

- 2 Speedaumat addressing machines with automatic feed
- 3 Graphotypes: 2 upper and lower case, 1 Speedaumat type
 2 Scotch-Tape edge-sealing machines
 1 4-Station Phillipsburg inserting machine with
- permit printer

equipment in perfect working condition. Priced for quick sale. Advertisers Addressing System, 703 North 16th, St. Louis, Mo. GEneva

EQUIPMENT FOR SALE

Charles Bruning Copyflex, Model 14. 10 years old. Takes sheets 8½ - 12 by 12 - 18. Any reasonable offer. Call WA 1-0343 between 7-9 P.M.

MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Em-

450 M Catholic Buyers — Contributors available from stencils and labels.

St. Anthony's Gift Shop 120 Liberty St., N.Y.C. 6

ENGINEERS AND SCIENTISTS. Over 155,000 at their home address. Select by types. On plates. Lowest rates. DECISION/INC., 2616 Colerain Avs., Cincinnati 14, O. 681-6800. TWX:

Just completed — 65,000 new and used car dealers; 20,000 body and fender shops; 40,000 independent repair shops, 25,000 farm implement dealers. Will address your material only. No labels supplied. Take your pick \$20.00 thousand. Guaranteed 97% accurate. C. W. Taylor, National Market Reports, Inc., 900 S. Wabash, Chicago 5, III.

RARE OPPORTUNITY FOR FUND RAISERS & CLUB PLANS!

OFFICIAL NEW 1961 LIST of 50,000 WOMEN'S CLUB Secretaries names . . . AT HOME AD-DRESSES! (Church & Fraternal Groups Included.) Names GUARANTEED 95% ACCURATE. Arranged by STATE. IMMEDIATE delivery. Sharp Ready-to-Mail GUMMED LABELS. Only \$17.50 per thousand names. Write for FREE Sample LABELS and complete Details. HER-BERT DUNHILL & ASSOCIATES, Ltd., 55 East Washington St., Chicago 2, Illinois, DE 2-0580.

85,000 Scientists

Direct mail BUYERS of scientific and laboratory apparatus with \$80 average purchase. Outstandingly successful for periodicals, membership, books, equipment, etc. All lists geo-alpha 14 professions. We address on your material or our labels. Lowest rates! Clean!

> **Active Advertising Associates** P. O. Box 277, Chelses, Michigan

WANTED TO BUY

Mailing lists of organizations, groups, churches, P.T.A. etc., etc., that can sell items for fund raising—outright purchase lists or rental -Box No. 111 Reporter of Direct Mail

PLASTIC CARD EMBOSSING

America's largest, most experienced plastic card embossers and mailers give you complete production for credit and ID cards in any quantity. Fast, accurate and economical service. Circulation Associates, Inc., 226 W. 56th St., N. Y. C.

PROSPECT MAILING LISTS

Businesses, professions, trades. Buy complete or by states. In manuscript form. Alfred G. Latcha, 22448 Barbara St., Detroit 23, Mich.

OCCUPANTS

Occupant Coverage on labels west of Miss. Income and Dealer selection available. Market Compilation & Research Bureau, 10561 Chandler Blvd., North Hollywood, Calif. TR 7-5384

SPEEDAUMAT PLATES

For just 1/2¢ per plate more your lists can be beautifully embossed, fully punctuated, and guaranteed 100% occurate. Virgin zinc plates. Base price \$40.00 per M. Advertisers Address ing System, 703 North 16th St., St. Louis 3, Missouri.

STENCIL CUTTING

ELLIOIT STENCIL CUTTING. Fast Service, Ac-Workmanship. Inked and ready for use. Advise quantity—we will quote promptly. Write, Phone or Wire LEWIS ADVERTISING CO., 6 S. Green St., Balto. 1, Md., LE 9-5100.

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following: New York City Area . . . A. J. Gould, Albert Frank-Guenther Law, Inc., 131 Cedar Street, N. Y. 6 . . . National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y. . Mrs. Ruth L.

AS REQUIRED BY LAW

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail 3, 1933, Of THE ACC.
Advertising.
Published monthly at Garden City, New York, for

Advertising.

Published monthly at Garden City, New York, for October, 10th Tork, County of Nassau, 88.:

Before me. a notary public in and for the State and County aforeasid, personally appeared M. I. Strutzenberg who having been duly sworn according to law, deposes and says that she is the Hunless Manager of the magazine. The Repurter of Direct Mail Advertising, and that the following is, to the end of the magazine, the Repurter of Direct Mail Advertising, and that the following is, to the end of the magazine, the Repurter of Direct Mail Advertising, and that the following is, to the end of the magazine, the Repurter of Direct Mail Advertising, and that the following is, to the end of the ownership, management, etc., of the aforesaid publication for the date shown in the above capiton, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embadied in section 537, Postal Laws and Regulations, printed on the reverse of this Corn, is with many and address of the publisher is the properties of the business manager is M. L. Strutzenberg, 224 Seventh Street, Garden City, N. Y. Name and sdoress of the editor is Henry Roke. 3 Bluff View Dr., Clearwater, Fla. Same and address of the publisher is the Reporter of Direct Mail Advertising, Inc., 224 Seventh St., Carden City, N. Y.

3. That the owner is: The Reporter of Direct Mail Advertising, Inc., 224 Seventh St., Carden City, N. Y.

4. Paragraphs 2 and 3 include, in cases where the contribution of the company as trustee or in any other fiduciary contributions of the company as trustee or in any other fiduciary relation, the name of the person or corporation for both appear upon the books of the company as trustee, bed stockholder on security holder appear upon the books of the company as trustee, bed stock and securities in a capacity other than that of a bona Step is publication sold or distributed, throu

d stork and becut-acts a bons file owner.

5. The average number of copies of each issue of this bilication sold or distributed, through the mails or servise, to paid subscribers during the 12 months seeding the date shown above was: 921.7EENDERG ALL STRUTZENDERG ALL STRUTZENDE

Sworn to and subscribed before me this 5th day of October, 1961.

Frances Mantel, Notary Public, Commission expires March 30, 1962.

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

Charles A. Mitchell has been named to the newly created post of vice president in charge of marketing by Dictograph Products Inc. . . . R. C. Karsted was elected assistant vice president in charge of advertising by the board of E. R. Moore Company. . . . John Crichton, editor of Advertising Age to succeed Fred Gamble as President of Four A's. Zan Diamond has joined Nathan Fein Inc. as executive vice president. . . . Henry F. Burrows was elected general manager of Old Colony Envelope Company. ... Earle A. (Dutch) Buckley Jr. to succeed his father as president of the Buckley Organization. Earle Sr. becomes Chairman of the Board. . . . Edward Wagner appointed advertising manager of Popular Photography. . . . Dr. Charles E. Walker was the principal speaker at the second annual awards dinner of the New York Financial Advertisers Assn. . Allan J. Gascoigne has joined the circulation promotion department of Fairchild Publications Inc. . . . Dillon Agnew Associates becomes Dillon, Agnew & Marton Inc., same location. . . . George H. Belin was named Regional Manager for the Fine Paper Division of International Paper Company. . . . Barney Ross, former boxing champion and Marine hero, joins Bennet Public Relations as a senior associate. . . . J. Robert Spraker has joined the American Metal Market as its Pittsburgh District advertising manager. . . . Mark F. Cooper, General Telephone Company, has been elected Governor of the Tenth District of AFA. . . . H. Lane Losey joins Beaumont Heller & Sperling in public relations staff. . . . J. Tom Morgan was re-elected president of NAPL.

... Warren S. Brown, formerly assistant circulation director of Esquire, has been named circulation director of Show. . . . Joseph J. Tomlinson has been named assistant advertising director of Allied Chemical Corp. . . . Gordon Gray has been named a member of the Board of Directors of Champion Papers Inc. . . . Gerald H. Reese has been appointed coordinator of sales promotion advertising and public relations for Shure Bros. . . John Hancock, new Marketing Service manager, Air France. . . . Richard H. Soley has been appointed art director of Industrial Marketing Associates. . . . Joseph W. Fall Jr. appointed advertising director for Show Business Illustrated. . . Harry Hites, one time Kiplinger sales director joins United Business Services as Vice President, Sales. . . . Randall P. McIntyre and Nelson Doubleday have been elected to the Adelphi College Board of Trustees. . . . William Goldsmith appointed to the newly created post of director of marketing for Acme Industries Inc. . . . David Turock becomes assistant advertising manager for Otarion Listener Corp. . . . Andrew F. Scelba joins the staff of Armand-Richards as an account executive. . . . Floyd Stone has joined Chirurg & Cairns Inc. as a copywriter. . . . David R. Allen has been appointed advertising director of Car and Drivermagazine. . . . Patrick A. Barry has been appointed vice president of King-Smith-Evans-Winter-Hebb. . . . Theodore M. Gilbert, president of the Gilbert Paper Company, died suddenly at his summer home, Waupaca, Wisconsin, September 17, at the age of 61.



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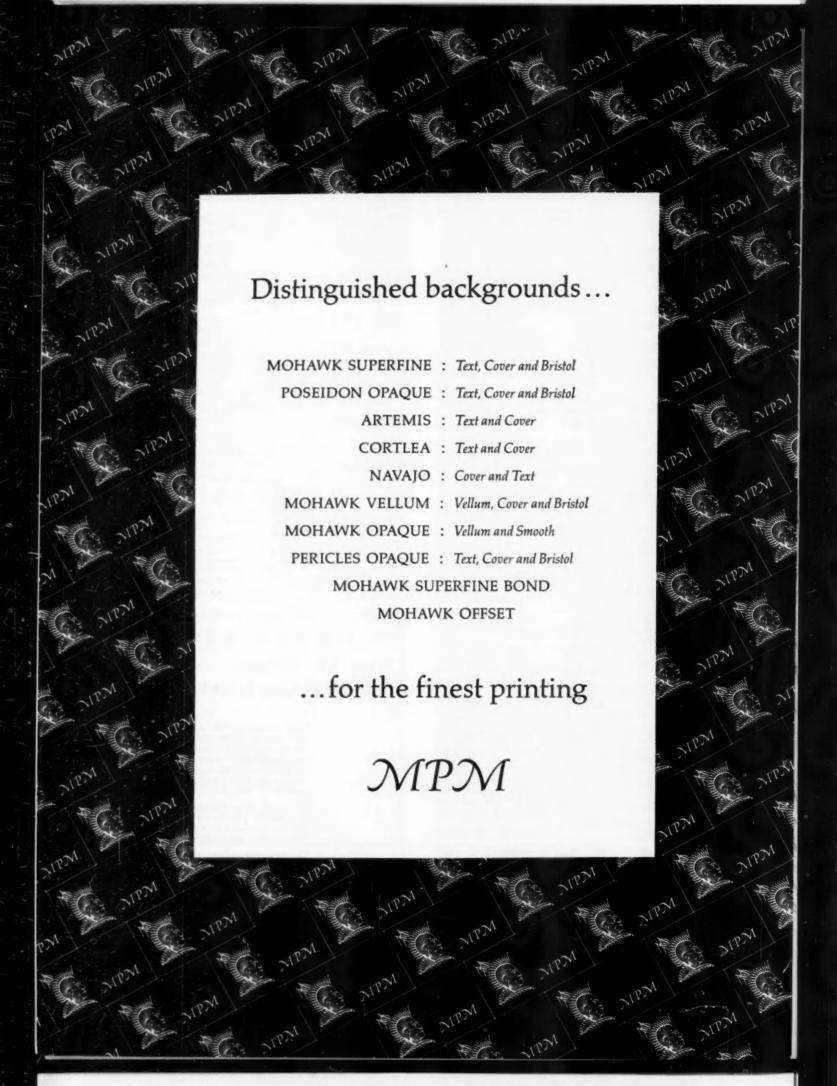
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Frontporch Scuttlebutt

the gist of conversations about this and that with visitors to the Editor

CONVENTION SCUTTLEBUTT: The twin conventions in New York are now a part of ancient history thank fortune. The long eight day drag is too much for this aging reporter. Swollen feet, leg cramps and husky voice. Good to get back home to rest up , . . and think of all friends seen and those missed. Too many to see all.

The Mail Advertising Service Association Convention was not too well attended-but it was a lively affair. Senator Frank Carlson made a hit with his sensible talk about Postal Affairs. I didn't hear many speeches as most are on technical problems and are supposed to be for members only. But the parties were wonderful for getting reacquainted.

Best part of that convention for me was meeting so many of the real old timers who participated in forming the original lettershop association which became a separate unit from DMAA in 1921. Couldn't get all of them together at one time for a picture-but the one shown



here highlights three talking to this reporter (fatty at left). There are the 1921 founders, next in order left to right, Ed Husen of Detroit; Elmer Roeper (Cliffside, New Jersey Truck Body Manufacturer) and first secretary of MASA; Marion Newman, Commercial Letter Service, Dallas, Texas. A few others, such as Bob Gile of Minneapolis showed up after photographer left the reception party to honor young Bill Newman (Dallas) the new president of MASA.

After a part-day interval for reconstructing exhibit hall, the DMAA got started on its 44th Annual with a busy get acquainted shindig. It was the largest convention in a number of years, with an attendance somewhere between 13 and 15 hundred. Hard to figure because some were part time delegates or visitors,

The Statler-Hilton has improved its exhibit space greatly. No longer has that narrow aisle around the balcony over the lobby. A new ceiling over lobby allows a really spreading exhibit area which looks fine. The exhibitors were well pleased with the number and quality of visitors. Aisles were jammed most of the time. And I was impressed with the way the exhibitors have improved their method of operating and staffing their displays. Some previous DMAA convention exhibits have been terrible or worse. Unstaffed booths-dull displaysno showmanship. But this time most all exhibits were busy and staffed with friendly, competent personnel who seemed to know who they were talking to and what they were talking about. No use trying to describe the best examples of showmanship as I might hurt feelings by missing someone. But I particularly liked three exhibitsone having a talking sorrowful looking basset hound: another a talking mailbox; and another with a free shoe shine. I made a rapid check of hall and couldn't find a discouraged or complaining exhibitor. That is a healthy

omen for the future.

It would be foolish to try to analyze the program. Those who were there know what happened if they got up in time or could find the meeting rooms. Those who didn't attend, saw the program in the last issue or in the promotion pieces. We couldn't find enough space in this issue to print all the speeches and panel sessions. And much of the printing would be a waste of space. I want to be kind . . . but some of the "formal" speeches were a waste of time. As the conventions grow larger, it's difficult to please everyone and some of the invited speakers don't know exactly who they are talking to. One speaker kept repeating in effect "you people in your field should do, etc." He didn't know he was addressing people in many varying fields. We are not "a field." DMAA covers many fields-retail, financial, insurance, pharmaceutical, industrial, social service . . . even legal and religious fields. Future speakers should learn that. Or maybe future conventions should relegate formal speeches to past history.

The circles of information and various question-answer sessions seemed to be fine. They get down to brass tacks-

and that's what the average delegate wants.

The only trouble was that the concurrent sessions were spread out over too large a territory . . . due to the physical facilities of the hotel. In one afternoon I tried to cover seventeen separate classified sessions-but I think I lost at least two. Some wandering and frustrated souls never did find the session they were after. Most satisfactory solution is to have all either in one large room-or in closely adjoining sections of hotel.

The annual banquet was a first class, big-city affair. Fine professional entertainment staged by Ray Block. A real thrill to see so many direct mail addicts (old and new friends) in one big glamorous sitting. Ran out of space on main floor and many had to be placed in

balcony.

The one big problem of the modern day convention is the operation of hospitality suites or rooms. Back a number of years ago, the staff of this magazine ran about the only full time hospitality headquarters. Others came into existence year by year. This year there were hospitality headquarters on practically every floor. In addition there were formal invitation parties by folks like Tension Envelope, National Council of List Brokers and O. E. McIntyre, I tried to make an appearance at all of thembut it was hopeless.

Harry Maginnis, as usual, staged a good noon time meeting of his Associated Third Class Mail Users . . . with Congressman Bob Corbett of Pittsburgh as his main

speaker. A good friend of direct mail.

That about wraps up a brief digest of this year's convention. After an 8-day convention, quick trip to New London, a few days in Garden City . . . the 2 hour jet flight back to Clearwater was much too long. We can now get back to routine Scuttlebutting.

LETTERS WE CAN DO WITHOUT DEPART-MENT: Printed two color letters addressed to "Dear Preferred Customer" which are not sent to old customers and with a phony pitch in the first paragraph, such as: "The enclosed certificate is for you alone. No one else can use it. It is not transferable. It is sent only to a few of our most valued customers, in sincere appreciation for their loyalty and patronage." The high-pressure letter then goes on to try to sell the gullible some household product at a ridiculously low price. You can bet your boots that your order would be filled even if you got hold of an order blank sent to another person and you simply changed it to your name. Most people are too smart to fall for obvious insincerity like this.

I ENJOYED AN ARTICLE in a recent issue of Paul Bringe's newsletter. Paul tells how he checks the value of a proposed rental list by asking for the names of the people on that list from his own town. If he checks those names carefully, he can tell fairly sure whether he wants to reach that type of person on a national or sectional cover. Paul says he asked Ed Walker of Batavia, N. Y. (the Kozak Auto Dry Wash man) for a list in Paul's town of Hartford, Wis. Here is a rundown on the names:

All but two have telephones. Two are doctors. Two are ministers. Three are members of the wealthy family in town. One banker. One newspaper editor. Five Main Street merchants. Two mail carriers. One attorney. Four office workers. Three factory workers. Three retired business men. One top business executive. Three farmers. Three occupation unknown. One deceased. One unknown in community.

Paul deduced from this checking that Ed Walker has a high quality consumer list. Total runs to 465,000 qualified mail order buyers with 85% men. Try this system on your next rental.

THE NEWS IS AROUND that an ugly mailing list is being built by the John Birch Society. The stupid leader, Robert Welch, is asking his followers to start listing names who do not subscribe to the ideas of the Birch Society, He calls anyone inimical to his society a "Comsymp." The members are to make lists of Comsymp "traitors" who support foreign aid, the graduated income tax, the United Nations, integration of the schools and the Supreme Court. Just what the Birchers, or the Sons of Birchers, are going to do with these lists has not yet been determined.

AMERICANS ARE GREAT JOINERS. But before joining any organization in these troubled times, Americans should ask some serious questions which were recently suggested by the Attorney General of California. Those questions are: (1) Does the organization assail schools and churches with blanket accusations? (2) Does it attack other traditional American institutions with unsupportable and wild charges? (3) Does it put the label of un-American or subversive on everyone with whom it disagrees politically? (4) Does it attempt to rewrite modern history by blaming American statesmen for wars, communism, depression and other troubles of the world? (5) Does it employ crude pressure tactics with such means as anonymous telephone calls and letterwriting campaigns? (6) Do its spokesmen seem more interested in

the amount of money they collect than in the principles they purport to advocate? Those questions would rule out any thought of joining the John Birch Society.

Incidentally, if you would like to know more of the screwball letters and bulletins issued by the John Birch Society's founder, get and read the paperbound, 50¢ Fawcett book, Inside the John Birch Society by Gene Grove. It's a terrific expose but frightening . . . frightening to read how the successor to Joe McCarthy is attempting to ruin reputations.

I can't understand why some of the prominent people who are called Communists by Welch in his bulletins and newsletters don't prosecute Welch. There are libel laws. Or there is another way to settle the problem. My old friend, Joe Kesslinger, agencyman of Newark, told me about it recently. Joe writes a number of house magazines for clients. Recently, the president of such a client company received a letter complaining about last issue of house magazine. He claimed that the writer was an outright Communist. Joe asked permission to answer this particular letter. He told the writer briefly about his past anti-Communist opinions. He then invited the writer to visit his office where, even though in his sixties, he would bash the screwball's head in so that he would actually see red, and plenty of red.

MANY RESPONSIBLE PEOPLE are still bellyaching about the terrible duplication in mail they receive from the big mass mailers. The duplications usually occur in subscription appeals from publications. Equally serious are repeated appeals to subscribe to a publication which has already been subscribed to. The people who complain the most about these duplications are those who are most seriously concerned about the future of direct mail. They read in the papers or their association bulletins how the crusaders for low postage rates go to Washington and complain about the high cost of mailing . . . and yet they continue to receive four, five, six or more expensive pieces from the same company, either on the same day or on succeeding days. Some way must be found to cut down on duplications.

MISCELLANEOUS OBSERVATIONS: Recently learned about a pathetic case where a friend of a friend mortgaged his home in order to pay a "vanity publisher" to produce a recently written first novel. Through the friend's and our intervention, we induced him to keep the money. The vanity publisher was one of the ones exposed in our April, 1960 feature on the racket.

WE'VE BECOME ACCUSTOMED and immune to silly superlatives used in advertising and television commercials. Better than the best, whiter than white, cleaner than the cleanest mean nothing. But now we've heard one that outdoes all the superlatives. A throat deodorant being advertised on the air claims it is wetter than water or twice as wet as water. That settles that.

More next month,

Thomy Hote

3 Bluff View Drive Clearwater, Florida Telephone: 584-3848

P.S. Incidentally, many of the speeches and panel sessions at DMAA Convention were tape recorded. Tapes sell for \$8 per speech or \$20 per session. LP Phonograph records are \$10 per speech or \$25 per session. If interested write for details to United Recording Artists, 220 Fifth Avenue, New York 1, N.Y.

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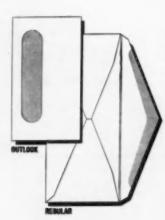
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